

## SUSTAINABLE TOURISM IN INDIA: A STUDY FROM A GLOBAL PERSPECTIVE WITH FOCUS ON TOURISM PROSPECTS

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### ABSTRACT:-

Tourism is rapidly becoming a sector that has tremendous potential for assuring the quick economic growth of nations, notably for growing such as India. This is especially true for countries that are still in the process of industrialization. Because of its many interesting characteristics, India is just an excellent candidate for making the most of the opportunities presented by tourist marketing. It is common knowledge that India occupies the seventh spot in terms of total area, is two in terms of total population, tenth in terms of industrialization, and ranks as the sixth country in terms of total space travel. However, India's singularity in terms of enticing the world among the most looked after tour operators lies largely in the country's very rich based on culture heritage, appearance of such a large number of ancient places along with culture and tourism much like Taj, extremely vast coastlines, and rolling hills that are extremely serene. These aspects combine to make India being one as well as the vast majority distinctive places to visit. Given these factors, India has always been a place of plenty and wealth, a state with brilliant colours and citizens who are joyful and accepting of others. It has remained this way from the beginning of time. In addition to the above, India is distinguished from the remainder of the globe by the fact that its geography has a number of idiosyncrasies that are advantageous to the nation and that set it apart from other countries. India and also its five nearby countries (namely Pakistan, Bengal, Bhutan, Nepal, etc Sri Lanka) collectively create a self-contained body of territory that is capable of being labelled a significant sub-continent inside the Asian continent.

**KEYWORDS:** - *Global Prospects, tourism etc.*

Tourism may be conducted in a variety of various methods and locations, which has led to the development of a diverse vocabulary. Some of these have evolved into legitimate commercial sectors or trademarks associated with tourism. Each list as follows is just not exhaustive, but it is enough for providing an overview of the many possibilities. The majority of the words do not need any explanation.

## **According to the place**

- Tourism in the mountains Tourism on islands Tourism on beaches and coastlines
- Tourism in the outdoors
- Tourism in rural areas
- Tourism in urban areas

## **According to the tourist motivation**

- Tourism based on the "three S's" (beach, salt, and sand) Sightseeing based on culture Tourism based on science and congress
- Agricultural tourism • Sexual tourism
- Tourism in the outdoors (incl. birdwatching, etc.)
- Recreational and adventure travel (incl. adventure tourism)

## **According to how it is practiced**

- Tourism catering to the general public • Tourism catering to an exclusive few • Luxury tourism
- "Bubbles" tourism
- Jungle trekking
- Eco – tourism

## Tourist carrying capacity

The discussion on eco - tourism really has to take into account the idea of carrying power. The concept was adapted from agribusiness to assist in determining the maximum amount of people (travellers, visitors) that a given portion of land might accommodate without becoming unstable. When discussing the presence of bulls in a grassland, the notion of the optimum amount of livestock being constrained by the rate of regeneration of the hay is simple to grasp. However, given that men are sophisticated creatures endowed with just a thinking mind, it is important to differentiate between the many forms of adaptive capacity.

- Violent. The maximum number of visitors that a certain location is able to physically host (i.e. stadium capacity). With principle, it is possible to fit four people standing on one square metre of land
- Environmental and social. The maximum number of visitors that may be accommodated by the facilities of a particular location without resulting in any damage to the natural environment. Some writers simply examine the last criteria, which is that the outer inputs must not do any harm to the surrounding environment.
- Wellbeing. The maximum number of visitors that a location may safely accommodate before experiencing negative psychological effects . Cattle do not experience this condition.

In addition, the facilities that is present in a location is a major factor in determining the ability of that location to welcome visitors. In this particular scenario, the term "receiving capacity" is more appropriate to use than "density" of the infrastructure. Because every single visitor requires a place to stay the night, overall reception capacities is often measured in relation to the number of accommodation, sometimes known as "beds." That's because it's a straightforward metric to use. Holding capacities, both ecological and cognitive, are beneficial and helpful notions, but it may be challenging to put them into reality. There is a lot of criticism. Harm does not happen instantly, but rather progressive. The experience of emotional stress is indeed very individual and heavily influenced by one's cultural upbringing. Follow-up observations over extended periods of time are often necessary for ecological research. It is quite improbable that the volume will be comparable between any two locations since every area has its own quirks and characteristics. In addition, the saturation point of a particular location may be altered by the use of guest management practices or appropriate technological advancements. It cannot be considered absolute. Despite this, the physical or psychic carrying capacity may, in some circumstances and instances, be calculated by through trial and failure (only with help of a monitoring programme) or inferred through the process of comparing

situations that are analogous. Studies here on impacts of the climate have also been helpful in estimating carrying capacity for particular projects; however, these assessments are expensive and not immune to criticism.

## **How to make tourism more sustainable**

At this point, we need to have a broad understanding of the notion of tourism development as well as the underlying concepts that support it. It has to be practicable from an environmental standpoint, have broad societal support, and be available to rent. It is helpful to examine some of the issues that undermine sustainability as well as to make a contrast between practises that are thought of as durable versus those that aren't in order to get a deeper understanding of how these ideals are put into practise in the actual world. After then comes a short discussion of some activities that the various participants in the tourist system might encourage in order to make overall tourism system better sustainable.

## **The pros and cons of tourism**

The practise of tourism in and of itself can indeed be lauded or criticised. There are benefits and drawbacks to this. The primary cause of the problems that might occur as a result of travel is the manner in which the industry grows through both both time and geography. The growth of tourism in many parts of the globe has become out of hand, causing the local population to face a significant number of challenges while reaping just a small portion of the advantages. The body of writing that addresses these catastrophes is quite extensive. There is a widespread belief that should there be no public management of the tourism business, it would inevitably degenerate into a chaotic state and cease to exist.

There are several drugs that, on their own, are not inherently harmful. The amounts that we consume on a daily basis are what cause the difficulties. A glasses of wine after supper may be absorbed without creating any issues, while also being a healthy and flavorful beverage for our system. But consuming so much alcohol in such a short amount of time would have disastrous effects on both our biological and neural systems. A process that rapid would be impossible for the liver to use to break down alcohol. It all depends on how much you take. The same concept is applicable to many other aspects of the tourist industry. When money or visitors enter a specific method at a dosage (volume of time) that is greater than the system's endurance, it may cause the person to get out of balanced and cause certain components to resod at the cost of others. There is no need that any of the bad or good effects we have listed here take place. They will be dependent

on the amount of tourism that is already there, as was said before, on the ability of the governmental sector inside this host nation to regulate and manage things, and the level of self-regulation that the tourist economy maintains.

## **The environmental impact**

The potential for tourism to have a favourable impact on its environment is often discussed in relation to protection policy concerns. It may be a point of inspiration for the Presidency to create protected lands and nature preserves due to significance of these places as a tool for the tourist industry. This is of utmost significance in nations still on the path to economic development. Agrarian settings may be protected from becoming desolate if rural areas have access to a kind of economic activity known as agrotourism, which helps maintain the viability of farming operations in these areas by providing essential supplemental revenue. Visitors to a destination who are cognizant of the valuation underlying species and the natural world may help raise environmental consciousness among the native people. Through the creation of new tourist facilities, urban ecotourism has the potential to give abandoned buildings in townships and villages new purposes to serve in the community. The bulk of the time, the adverse effects that tourism has on the native surroundings are far more severe than the beneficial effects. Nevertheless, in order to be truthful, one must evaluate the entire outcomes by taking into account both the ethical and the economics. If this were not the case, traveling would be considered an undesirable activity.

Exotic organisms are those that are native to either the environment or wildlife of a certain region. Viruses may be brought in purposefully or unintentionally by tourists (for example, seeds that have been tied to footwear), or they can come in with commodities and other supplies that are supplied from other locations. It's possible that some of these foreign species are invasive and will have a significant negative effect on the indigenous fauna . The issue that exotic invasive plants is expanding and creating severe difficulties to the protection of biodiversity around the globe as a result of the increased communication capabilities brought about by contemporary technology. The effect is far worse in ecosystems that are already fragile either in island habitats, both of which have local endemic species that are under constant danger from foreign species. The bulk of bird types that are believed to have vanished off the face of the earth in historical periods were endemic to beaches. Information on this matter must to be provided to tourists.

## **The social impact**

It is remarkable that the natural influence of tourism had received more attention than economic impacts of tourism. It wasn't until lately that people started talking about the ethical implications of development. There is an intersection of cultures, namely between those of the home civilization and the visitors, who may number in the multiples. The proportion of hopeful to negative effects that tourism has on the greater society is determined by a number of factors that are intrinsic to that society. These include the vitality and cohesiveness of the native culture, the degree to which the local economy and society have progressed in relation towards the tourist, but also, of curriculum, the type of tourism that is practised in the destination. Major issues often arise in locations in poor countries that are frequented by visitors from wealthy nations and also that the state sector allows the tourism industry full reign. In the absence of moderation, host-guest interactions have a tendency to go from such initial state of open friendliness, through a period of mild segregation, and then, in the most extreme cases, into a state of rejection and prejudice. It isn't a simple subject to deal with at all. People in the community are often exposed towards the lives of tourists, which may have an effect on the locals' ideals and the way they live their lives. This demonstrative impact may be useful if it motivates local individuals to modify their lifestyles or work harder to get the resources they now lack. However, it is often not beneficial when the oddity of the natives is modified as a result of their principles being replaced with foreign norms associated with globalization. The anticipated results include social estrangement as well as the disintegration of traditional cultural practises. It is quite common for the goods that are made for visitors to stay painfully out of range for such host, which ultimately results in dissatisfaction. In addition, if the territory is subject to a significant amount of tourism influence and tourist amenities are dispersed across the area, the residents may discover that there are fewer locations (such as beaches) where they may remain or rest "as it ever was." One segment of the general populace has begun to see travelers as occupiers of their country, and this perception is spreading. The other industry places a higher weight on the financial advantages and employment prospects offered by travel, to the point that it downplays the industry's inherent "prostitution" connotations. The majority culture experiences something like schizophrenia, complete with unsettling internal conflicts.

## **The economic impact**

In very many developing nations, tourists is the primary source of revenue in terms of both domestic and international cash. Therefore, tourism is considered as an essential choice for economic growth by a broad

variety of people, in addition to underdeveloped nations. The European Community is coming around to the idea that tourism may be a more effective means of correcting for differences in regional affluence than agricultural subsidies. The role that tourism plays in societal and economic prosperity, as well as the necessity to support the appropriate use of resources towards tourism, is receiving an increasing amount of attention in the domestic politics of the European. Rural regions that are struggling economically are being supported in their efforts to build ecotourism businesses. To encourage the growth of tourism destination, the European Union programme known as Leadership II will make accessible around forty percent of the overall budget, which comes to \$1,755 mm as a contribution from the EU. Most Leader initiatives integrate rural tourism industry with the conservation of native species and commercialization based on conservation areas. This helps to maximise the impact of all three goals. Travel has the potential to provide both economic advantages and economic consequences; however, it is important to keep in mind that these costs and rewards will vary depending on the individual who is doing the calculating. A recent assessment by the United Nations on travel in the world's least developed nations highlights that on overall, 55 of the money spent on tourism does not stay in the states that welcome the tourists. When discussing sustainability, it is essential to place an emphasis on the advantages that accrue toward the host population. In that case, we would be putting the town that is hosting the event in the position of catering to the needs of tourists, rather than the other way around (this happens frequently). Every time period that was employed in the analysis will also have an effect on the final balance. After the short to medium term, there may be advantages, but over a few months, those benefits might convert into greater expenses (often "charged" towards the civil service in regards to infrastructure).

### **Positive economic impacts of tourism:**

- The generation of jobs; the more jobs there are, particularly long-term jobs for local residents, the better.
- Contributing to the continued viability of local enterprises • Providing a source of cash for the tourism industry through the use of the wider economy
- The revitalization and reorganisation of the economy of municipalities and villages in areas where other forms of economic activity are experiencing a fall
- Encourages both internally generated and external industry investment

## **Negative economic impacts of tourism:**

- A large number of employment are either poorly paid or sporadic
- The need placed on the civil service to make costly investments in the nation's infrastructure
- An overheating of the economy of the local areas
- Numerous viable options for the laundering of illicit funds
- Special privileges /facilitates corruption
- An increase in costs across the board, which pushes up the cost of living in aggregate (housing, water, etc.).
- An excessive reliance on travel, which leaves the local economy susceptible to the effects of shifts in demand among tourists.

## **Sustainable versus non-sustainable tourism**

### **Sustainable tourism in Poland**

Even while phrases like "ecotourism" and "sustainable tourism" are all the rage right now, the concept behind them is still mostly in its conceptual stage. There seem to be a few isolated instances of "enviro," such as the world-famous InterContinental Hotels Corporation (IHG) on Ibiza or indeed a Polish hostel in Bysowiec, yet tourism and also the hospitality industry as a whole are gradually transitioning into a greater environmentally conscious field. Despite the reality that Polish hoteliers often have a good understanding of the ideas of ecological and durability, this fact has yet to have a major role driving marketing. There are just a handful potential causes for it. Customers who use polish accomodation services could not be familiar with the concept of environmentalist or might not be enthusiastic in using hotel providers that specialise in environmental stewardship. The second explanation might be that people believe eco-hotels are more costly than traditional hotels because of the "innovative" and "advanced" technology they use.

The concept is gradually making its way into the Polish youth hostel sector. The Polish Lodging Association, also known as Sa na Zrzeszenie Hoteli, has begun the process of developing the first enviro, which will be called "EKOHOTEL." In addition, an increasing number of hotel operators are signing up for the ISO 14001



standards that is being created by the Eco Governance and Audit Program and the European norm of management. To keep up with the ever-evolving requirements of the consumers, it is anticipated that even an increasing number of business owners will work toward obtaining various certifications that affirm their goals of being more socially responsible.

Despite this, it's likely that the vast majority of hotel employees are just concerned in being known as more environmentally friendly for money reasons. This reduction of operating expenses is the most significant incentive that can be used to encourage behaviours that are more beneficial to the environment. This same majority of newly developed emerging solutions are premised on electricity or waste-reduction systems. These include the utilisation of renewable power sources (like wind, biomass energy, tide, but also sun-light electricity, etc. in Croatia finished season of 8% through 2010 as per Polish Economic Compartment of Renewables) or efficient building soundproofing systems. Its installation of such a "economical" system of liquid flush or liquid ejectors in tap is one way to bring about a decrease in the amount of water that is used. Hotels sometimes provide labels in guest rooms to remind guests to save electricity, avoid changing towels nearly everyday, and other similar practises. We applaud the use of all those various technology and incentives seen in hotels. Nevertheless, the primary motivation for its implementation is economical. Other postulates, for example the recycling of garbage, are not often initiated as quickly as possible by management. Given the current circumstances, it is impossible to say whether the imposition of legislative restrictions would help growth move closer to sustainably or will slow it down. The tourist industry is vast, and only one facet of it is the accommodation industry. Aviation is the sector that consumes the most electricity. In this situation, a single customer or business owner does not have a lot of options. There is no impact that can be made by travelers on the amount of gasoline that is used by aeroplanes, ships, trains, etc buses. The growth of technology is inextricably linked to the expansion of transportation and mobility options.

## **Sustainable tourism in India: a study from a global perspective with focus on tourism prospects**

### **Tourism in India: Location Advantages and other Favourable Features.**

Tourism is rapidly becoming a sector that has tremendous potential for assuring the quick economic growth of nations, notably for growing such as India. This is especially true for countries that are still in the process of industrialization. Because of its many interesting characteristics, India is just an excellent candidate for

making the most of the opportunities presented by tourist marketing. It is common knowledge that India occupies the seventh spot in terms of total area, is two in terms of total population, tenth in terms of industrialization, and ranks as the sixth country in terms of total space travel. However, India's singularity in terms of enticing the world among the most looked after tour operators lies largely in the country's very rich based on culture heritage, appearance of such a large number of ancient places along with culture and tourism much like Taj, extremely vast coastlines, and rolling hills that are extremely serene. These aspects combine to make India being one as well as the vast majority distinctive places to visit. Given these factors, India has always been a place of plenty and wealth, a state with brilliant colours and citizens who are joyful and accepting of others. It has remained this way from the beginning of time. In addition to the above, India is distinguished from the remainder of the globe by the fact that its geography has a number of idiosyncrasies that are advantageous to the nation and that set it apart from other countries. India and also its five nearby countries (namely Pakistan, Bengal, Bhutan, Nepal, etc Sri Lanka) collectively create a self-contained body of territory that is capable of being labelled a significant sub-continent inside the Asian continent. This geographical mass is known as "South Asia." In point of fact, the multiple ranges and hills in the northern of this country, as well as the powerful watercourses in the southern, contribute to the country's overall sense of physical oneness. The rocky mountains known as the Kini, Sulaiman, Plains, Karakoram, and Alps are the ones responsible for separating the thread from the Asia-Pacific region. In addition to this, the part of this landmass known as the region is hemmed in on all sides by water, including the Persian Sea to the west, north Indian Ocean to the north, and indeed the Gulf of Bengal to the eastern. Because the nation of Bengal is situated at the water's northernmost tip, this body of water is renowned also as Indian Estuary, despite the fact it is just the third biggest ocean with in planet. This is interesting fact to consider.

India is indeed the seventh biggest country on the planet and has an area about 32,80,483 square kilometres, making it the eighth world's most populous country after Siberia, China, Germany, the United States of America, Brazil, and Oceania. India has a strategically advantageous location on the routes of business and commerce throughout the globe. This Indian Ocean is traversed by the maritime trade routes that serve both South-East Asia plus Australia. The Panama Canal and also the Cape de Good Hope are the points of connection between India and Europe, America, and Brazil respectively. In a nutshell, India does have a geographical position, mineral wealth, in addition to a historically and cultural backdrop, every one of which would be extremely favourable for the growth of tourism.

## **Tourism in Kerala: the “God’s own Country”**

Due to the exceptional natural beauty that is so like to that of heavens, the state of Malayalam is sometimes described to as "Christ's own land." Even the tourist ministry that is a department of the statewide legislature has acknowledged that "God's own nation" is really an national motto for the state. Also as state that was responsible for starting the tourist industry in the whole nation, Kerala stands apart from the other states with in Indian federation in a variety of significant ways thanks to its tourism industry. The tourist industry of the region has been honoured with a great number of accolades and prizes on this at local national and global levels. These consist of, among other things, the following:

When compared to the other states that make up the Indian federation, Kerala boasts having a number of the most developed tourist attractions.

The state has been chosen as India's lone "Superbrand" venue for the country's tourist industry. That state has been selected as among the three contenders at the Unwto thanks to the application.

In 2005, it state was given the "Travel for Today" award with in destination class for its achievements in the tourism industry.

The International Tourism Organization (Tbi) has chosen the Heritage - based eco-tourism venture in Kerala, India, for being among the top 64 sustainable and environment tourist attractions across 47 countries. These locations are all over the globe.

The West Asia Tourist Association awarded Kerala's tourist industry the "Platinum Prize for Best Anti - anti" in 2005. This award was presented by Malaya (PATA). In addition to that, it was awarded a "Honorable Mention for Arts Award" by PATA in the year 2005.

In 2005, the India's government presented Kerala with three awards. These are as follows:

I State with the Best Overall Tourism Performance,

(ii) Most Tourist-Friendly , Well Maintained Landmark, and

(iii) The Best Publication Company.

In terms of both health plus tourism for medical purposes, Kerala has long been a leader amongst some of the

states of India. Ayurveda has grown to be identified with Kerala, which is where it originated. The state government has been putting in concentrated efforts to advertise healthcare and medical travel in a significant degree, with a specific emphasis on wellness tourism that is based around Ayurveda. Because of this, the number of tourists who visit has increased significantly in recent years. There has recently been a significant emphasis placed on Ayurveda, with its extensive catalogue medical medications and therapies. As both a result of this corporate reputation, clinics that are built on "Kerala Yoga" are being managed successfully even in various states across India, particularly major areas.

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