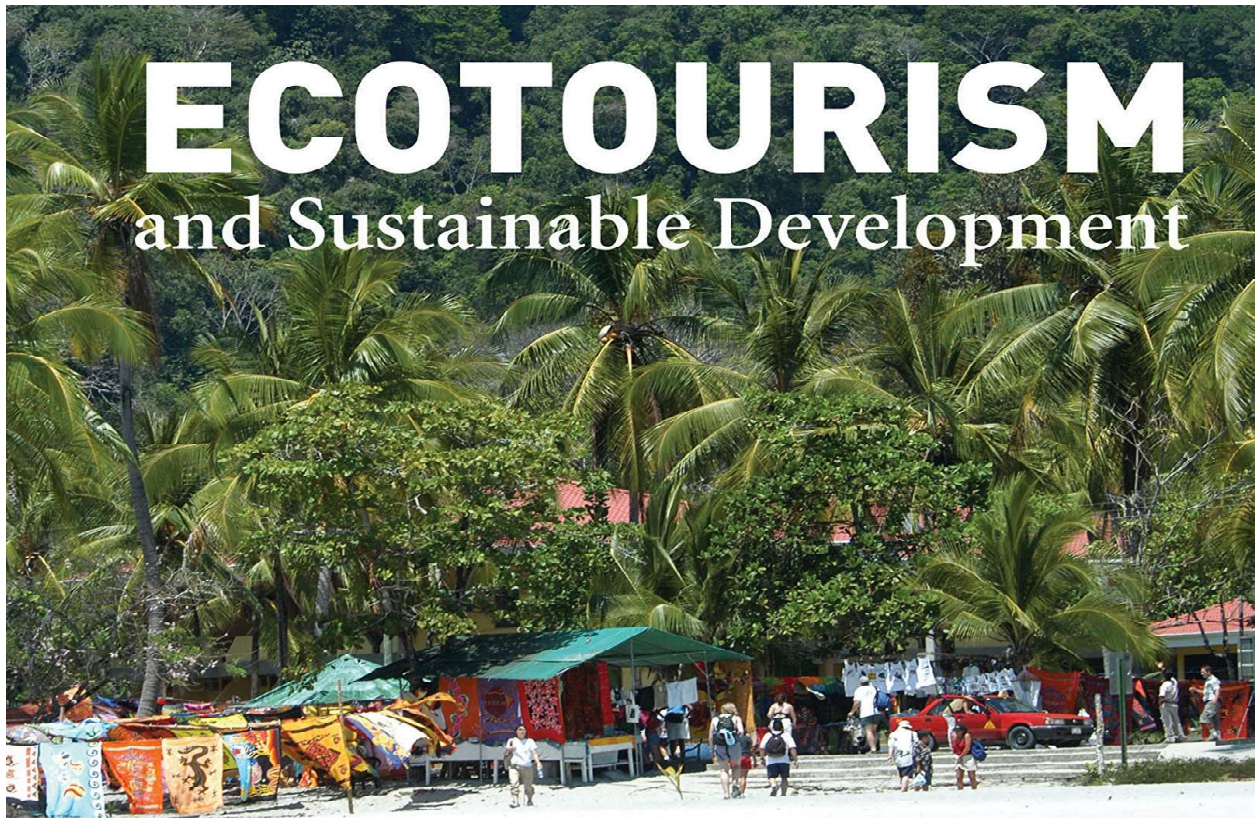


KARNATAKA STATE



OPEN UNIVERSITY

MUKTHAGANGOTRI, MYSURU- 570 006



ECOTOURISM

and Sustainable Development

MBA IV SEMESTER



**Department of Studies and Research in
Management**

MBSC - 3.2 E

Block - 1 to 4

BLOCK-1: ECO-TOURISM

UNIT : 1 - RELATIONSHIP OF TOURISM AND ENVIRONMENT

STRUCTURE:

- 1.0 OBJECTIVE
- 1.1 INTRODUCTION
- 1.2 DEFINITION OF ENVIRONMENT
- 1.3 BASIC CHARACTERISTICS OF ENVIRONMENT
- 1.4 ENVIRONMENTAL IMPACTS OF TOURISM
- 1.5 SUMMARY
- 1.6 CHECK YOUR PROGRESS
- 1.7 ANSWERS TO CHECK YOUR PROGRESS
- 1.8 SUGGESTED READINGS

1.0 OBJECTIVE

To learn about environment and its relationship with tourism

1.1 INTRODUCTION

Environment is a broad concept encompassing the whole range of diverse surroundings in which we perceive, experience and react to events and changes. It includes the land, water, vegetation, air and the whole gamut of the social order. It also includes the physical and ecological environment. It connects man's ability to adapt both physically and mentally to the continuing change in environment.

Environment is not static. It is dynamic and changes occur even if there is no human interference. In its natural uninterfered conditions, the environment of any region is state of dynamic equilibrium. This is what is called the balance of nature. It is when human's in their greed or say ego to conquer nature for higher and still higher standard of life for the ever increasing population try to over exploit and interfere with nature that this equilibrium is disturbed and in most cases to the detriment of all forms of life. Ultimately it is the condition of our land and water resources and the quality of the air which we breathe that determine the wealth of the nation

Generally speaking the environment is equated with nature wherein physical components of the planet earth viz, land, air water etc, support and affect life in the biosphere. A. Goudie (1984) in his book 'the nature of the environment' has, in fact, taken environment as the representative component of the earth wherein man is an important factor affecting the environment.

In the beginning the environment of early man consisted of only physical aspects of the planet earth (land, air and water) and biological communities but with the march of time and advancement of society man extended his environment through his social, economic and political functions.

1.2 DEFINITION OF ENVIRONMENT

Environment covers all those circumstances which assert their influence on the individual since conception to death. Whatever found around the individual may be covered by the term environment. It has been defined by various psychologists as follows:

A person's environment consists of the sum total of the stimulation which he receives from his conception until his death - Boring

The environment is everything that affects the individual except his genes - Anastasi

The term environment is used to describe, in the aggregate, all the external forces, influences

and conditions ,which affect,the life,nature,behavior and the growth,development and maturity of living organisms-Douglass and Holland

Environment consists of various types of forces like, physical, intellectual, social moral, economic, political, cultural and emotional forces. 'Environment is the aggregate of all external forces,influences and conditions, which affect the life,nature,behavior and the growth,development and maturation of living organisms.

The term 'environment' refers the surroundings of an organism which includes both living and nonliving components. The word meaning of environment is to surround and to develop. The words surround and develop raise two basic questions

- What is surrounded and develop?the answer is that man and other organisms
- Man and other living organisms are surrounded by what?The simple answer is that all non - living components-land,water ,air,atmosphere pressure etc, and living components - plants,social,cultural and economic surroundings.

Thus environment consists of natural as well as socio cultural environment. Man has to improve the quality of his environment,because there is environmental pollution or crisis.It is due to over consumption of natural resources,over population,urbanization ,industrialization and unscientific attitude of human beings.

1.3 BASIC CHARACTERISTICS OF ENVIRONMENT

Above definitions underline basic characteristics of environment,which may be listed as follows:

- 1.The sum total of the stimulation from his birth until his death.
2. It is the everything which effects the individual excluding genes.
- 3.All the external forces which effect the growth,development of living organisms.
- 4.It consist of physical,intellectual,social,moral,cultural,emotional,economic and political forces which effect the life and nature of the behavior.
- 5.It refers to sum total of conditions which surround man at given point in space and time.
6. It includes physical(land,airand water) and biological (plants,animals including man and his several functions,organisationsand institutions)components.
7. It involves,physical,chemical,biological,social,economic,political and cultural processes.

1.4 ENVIRONMENTAL IMPACTS OF TOURISM

Loss of Biological Diversity

Biological diversity is the term given to the variety of life on Earth and the natural patterns it forms. The following are the effects of loss of biodiversity:

- It threatens our food supplies, opportunities for recreation and tourism, and sources of wood, medicines and energy.
- It interferes with essential ecological functions such as species balance, soil formation, and greenhouse gas absorption.
- It reduces the productivity of ecosystems, thereby shrinking nature's basket of goods and services, from which we constantly draw.
- It destabilizes ecosystems and weakens their ability to deal with natural disasters such as floods, droughts, and hurricanes, and with human-caused stresses, such as pollution and climate change.

Tourism, especially nature tourism, is closely linked to biodiversity and the attractions created by a rich and varied environment. It can also cause loss of biodiversity when land and resources are strained by excessive use, and when impacts on vegetation, wildlife, mountain, marine and coastal environments and water resources exceed the carrying capacity. This loss of biodiversity in fact means loss of tourism potential.

Introduction of exotic species

Tourists and suppliers - often unwittingly - can bring in species (insects, wild and cultivated plants and diseases) that are not native to the local environment and that can cause enormous disruption and even destruction of ecosystems.

Depletion of the Ozone Layer

The ozone layer, which is situated in the upper atmosphere (or stratosphere) at an altitude of 12-50 kilometers, protects life on earth by absorbing the harmful wavelengths of the sun's ultraviolet (UV) radiation, which in high doses is dangerous to humans and animals. For instance, one of the reasons scientists have put forward for the global decrease of amphibian populations is increased exposure to UV radiation.

Ozone depleting substances (ODSs) such as CFCs (chlorofluorocarbon) and halons have

contributed to the destruction of this layer. The tourism industry may be part of the problem; direct impacts start with the construction of new developments and continue during daily management and operations. Refrigerators, air conditioners and propellants in aerosol spray cans, amongst others, contain ODSs and are widely used in the hotel and tourism industry. Emissions from jet aircraft are also a significant source of ODSs. According to Tourism Concern, scientists predict that by 2015 half of the annual destruction of the ozone layer will be caused by air travel.

UNEP's OzonAction Programme works with governments and industries, including the tourism industry, to phase out ODSs and find safer alternatives. UNEP has developed extensive information and guidance on how many types of businesses can eliminate ODSs and contribute to preservation of the ozone layer.

Climate Change

Climate scientists now generally agree that the Earth's surface temperatures have risen steadily in recent years because of an increase in the so-called greenhouse gases in the atmosphere, which trap heat from the sun. One of the most significant of these gases is carbon dioxide (CO₂), which is generated when fossil fuels, such as coal, oil and natural gas are burned (e.g. in industry, electricity generation, and automobiles) and when there are changes in land use, such as deforestation. In the long run, the accumulation of CO₂ and other greenhouse gases in the atmosphere can cause global climate change - a process that may already be occurring.

Global tourism is closely linked to climate change. Tourism involves the movement of people from their homes to other destinations and accounts for about 50% of traffic movements; rapidly expanding air traffic contributes about 2.5% of the production of CO₂. Tourism is thus a significant contributor to the increasing concentrations of greenhouse gases in the atmosphere.

Air travel itself is a major contributor to the greenhouse effect. Passenger jets are the fastest growing source of greenhouse gas emissions. The number of international travelers is expected to increase from 594 million in 1996 to 1.6 billion by 2020, adding greatly to the problem unless steps are taken to reduce emissions.

Tourism not only contributes to climate change, but is affected by it as well. Climate change is likely to increase the severity and frequency of storms and severe weather events, which can have disastrous effects on tourism in the affected regions. Some of the other impacts that the world risks as a result of global warming are drought, diseases and heat waves.

Natural disasters

Catastrophes like floods, earthquakes, wildfires, volcanoes, avalanches, drought and diseases

can have a serious effect on inbound and domestic tourism and thus on local tourism industries. The outbreak of the foot and mouth disease epidemic in England in 2001, for instance, has severely affected Great Britain's inbound tourism market. Malaria, the world's largest killer, has resurfaced in Spain, and it is estimated that changes in climate will result in parts of the country becoming a suitable habitat for malaria-carrying species of mosquito by the 2020s.

Nepal and Kedarnath are the recent examples for natural calamities affecting tourism.

These negative impacts can keep tourists away from the holiday destinations. Global warming may cause:

- Less snowfall at ski resorts, meaning a shorter skiing season in the Alpine region. In already hot areas like Asia and the Mediterranean, tourists will stay away because of immense heat, and out of fear of diseases and water shortages.

- Harm to vulnerable ecosystems such as rainforests and coral reefs because of rising temperatures and less rainfall. A major risk to coral reefs is bleaching, which occurs when coral is stressed by temperature increases, high or low levels of salinity, lower water quality, and an increase in suspended sediments. These conditions cause the zooxanthellae (the single-celled algae which forms the colors within the coral) to leave the coral. Without the algae, the coral appears white, or "bleached" - and rapidly dies. The Great Barrier Reef, which supports a US\$ 640 million tourism industry, has been experiencing coral bleaching events for the last 20 years.

- Rising sea levels, the result of melting glaciers and polar ice. Higher sea levels will threaten coastal and marine areas with widespread floods in low-lying countries and island states, increasing the loss of coastal land. Beaches and islands that are major tourism attractions may be the first areas to be affected.

- Increased events of extreme weather, such as tornadoes, hurricanes and typhoons. These are already becoming more prevalent in tourist areas in the Caribbean and South East Asia. Hurricane Mitch in 1998, for instance, heavily affected tourism in the Caribbean. Wind damage, storm waves, heavy rains and flooding caused major losses in the local tourism sector.

According to the Spanish Forestry Service ICONA, between 1985 and 1994 almost 250,000 hectares of forest burned. In recent years the number of forest fires has increased following periods of extreme dryness. Now, large areas of forest and parkland may be closed off to visitors.

1.5 SUMMARY

Environment consists of various types of forces like, physical, intellectual, social moral, economic, political, cultural and emotional forces. Environment is the aggregate of all external forces, influences

and conditions, which affect the life, nature, behavior and the growth, development and maturation of living organisms. Loss of biological diversity, introduction of exotic species, depletion of the ozone Layer, climate change and natural disasters are the major impacts of tourism on the environment

1.6 CHECK YOUR PROGRESS

1. Which are the basic characteristics of environment?
2. Explain the environmental impacts of tourism.
3. How global tourism is linked to climate change?

1.7 ANSWERS TO CHECK YOUR PROGRESS

1. Refer 1.4
2. Refer 1.5
3. Refer 1.5

1.8 SUGGESTED READINGS

1. Tourism and environment-Shashi prabha sharma
2. Eco tourism and environmental management-Govind Prasad

UNIT : 2 - ECO TOURISM RESOURCES

STRUCTURE:

- 2.0 OBJECTIVE
- 2.1 INTRODUCTION
- 2.2 OCEAN AND SEA
- 2.3 RIVERS AND LAKES
- 2.4 WATERFALLS
- 2.5 ISLAND
- 2.6 MOUNTAINS
- 2.7 DESERTS
- 2.8 WILDLIFE
- 2.9 WETLAND
- 2.10 SUMMARY
- 2.11 CHECK YOUR PROGRESS
- 2.12 ANSWERS TO CHECK YOUR PROGRESS
- 2.13 SUGGESTED READINGS

2.0 OBJECTIVE

To understand the various resources in the nature with which eco tourism can be practiced.

2.1 INTRODUCTION

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 ecosystem and the positive involvement of the local community in maintaining the ecological balance. Eco tourism 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.

2.2 OCEAN AND SEA

Saline water covers approximately 72% of the planet's surface and is customarily divided into several principal oceans and smaller seas, with the ocean covering approximately 71% of Earth's surface. The ocean contains 97% of Earth's water, and oceanographers have stated that only 5% of the World Ocean has been explored.

"Coastal and marine tourism includes those recreational activities which involve travel away from one's place of residence which have as their host or focus the marine environment and/or the coastal zone."

The marine environment is defined as those waters that are saline and tide-affected. The coastal zone is defined as those areas of land which border the marine environment. The coastal zone extends inland to the first major change in topography beyond which coastal processes have little influence).

Examples of coastal ecosystems: Estuaries, coastal dunes, rocky coasts, sandy beaches, coastal cliffs, intertidal (littoral) areas.

Examples of marine ecosystems: Coral reefs, benthic, kelp forests, rocky reefs, continental shelves, sea-mounts, hydro-thermal vents, open oceans, polar oceans.

Oceanic zones: Epipelagic, mesopelagic, bathypelagic, abyssalpelagic, hadalpelagic.

Coastal zones: Inshore, littoral, foreshore, backshore.

Examples of coastal recreation/tourism activities: Sand-dune surfing, beach volleyball, tidal-pool exploration, kite-flying, land-yachting, fishing, walking, skim-boarding, horse-riding, sand-castle building or sand sculpting, radio-controlled boating, wildlife watching, shell-fish gathering,

beach-combing, sun-bathing (baking), picnic and barbecues, ...

recreation/tourism activities: SCUBA diving, snorkelling, yachting, water-skiing, wake-boarding, boat based fishing, wildlife watching, scenic boat cruising, sea-kayaking, surfing, surf-ski paddling, kite-surfing, board-sailing (windsurfing), dragon-boat paddling, stand-up-paddle boarding, swimming ...

2.3 RIVERS AND LAKES

Rivers constitute a major tourism resource, providing spectacular settings, recreation facilities, a means of transport, a sense of heritage and adventure, and links with the environment and natural world. River tourism accounts for a significant proportion of the world's tourism consumption. A River cruise is a voyage along inland waterways, often stopping at multiple ports along the way. Popular river cruises include trips along the Nile, the Amazon, the Mississippi, the Yangtze, the Mekong, the Danube, the Loboc River, the Rhine, the Seine, the Volga, the Douro or the Po river in Italy. There are natural and manmade lakes. Manmade lakes are mostly formed due to the construction of dams.

2.4 WATERFALLS

A waterfall is a place where water flows over a vertical drop in the course of a stream or river. Waterfalls also occur where meltwater drops over the edge of a tabular iceberg or ice shelf. Waterfalls are commonly formed in the upper course of the river. Niagara falls in the Canada-USA border is a popular tourist destination.

2.5 ISLAND

An island is any piece of sub-continental land that is surrounded by water. Very small islands such as emergent land features on atolls can be called islets, skerries, cays or keys. An island in a river or a lake island may be called an eyot or ait, or a holm. A grouping of geographically or geologically related islands is called an archipelago, e.g. the Philippines. There are two main types of islands: continental islands and oceanic islands. Continental islands are bodies of land that lie on the continental shelf of a continent. Examples include Borneo, Java, and Sumatra off Asia; New Guinea, Tasmania, and Kangaroo Island off Australia. Oceanic islands are ones that do not sit on continental shelves. The vast majority are volcanic in origin such as Saint Helenian the South Atlantic Ocean.

2.6 MOUNTAINS

Mountain areas are second only to coasts and islands as popular tourism destinations, generating 15-20 percent of annual global tourism, or US\$70-90 billion per year. Tourists are attracted to

mountain destinations for many reasons, including the climate, clean air, unique landscapes and wildlife, scenic beauty, local culture, history and heritage, and the opportunity to experience snow and participate in snow-based or nature-related activities and sports. While modern forms of transportation have made even remote mountain areas accessible to increasing numbers of visitors, mountain tourism tends to be very unevenly distributed, with a small proportion of locations having significant tourism infrastructure. For example, in the European Alps, where tourism now exceeds 100 million visitor-days per year, 40 percent of communities have no tourism at all, while 10 percent have extensive and specialized tourism infrastructure.

Mountain tours

Mountain tours may be self-guided or led by a tour guide. They may last hours, days or weeks and can involve a range of land-, snow- and freshwater-based activities. Mountain tours often include one or more overnight stays. Where temporary forms of accommodation, such as tents or vehicles (e.g. camping trailers or mobile homes) are used, these stays are considered camping. The equipment and provisions needed for nature walks and camping activities vary depending on the duration of the walk, the weather conditions and predictability of the weather, and environmental conditions, such as the incline, likelihood of ice on trails or the level of snow. The availability of facilities, such as toilets, food, water and shelter, along the route will also help determine the necessary supplies. The most common elements of mountain-based tours include:

Nature walks. An important means of experiencing the mountain flora, fauna and landscape, walks provide tourists with an opportunity to view, interact with and learn about native birds, mammals, reptiles, insects and other wildlife. Encounters with wildlife, which may be unplanned and occur unexpectedly during a tour or purposefully sought out and offered as a core part of a tour program, add significant value for visitors. The scenery and specific experiences of a walk may be quite different, depending on the season, and can be a particularly important source of summer income for areas that are generally dependent on snow-based activities.

Land based adventure activities.

Such activities include cycling, mountain biking, quadbiking, horseback riding, canyoneering and, less often, rock climbing, ice climbing, hang gliding and caving. While the weather conditions (snow, ice-covered or dry) and access to sites may differ (e.g. frozen rivers or lakes or obscured or blocked trails), these activities can occur in mountain areas both on and off snow season.

Freshwater based recreational activities.

Activities including river tours, canoeing, sailing, windsurfing, kite surfing, kayaking, rafting and

freshwater fishing may also be a part of mountain tours.

Snow dependent recreation activities.

Activities such as cross country, downhill and glacier skiing, heli-skiing, snow scootering, snowboarding, tobogganing, snowshoe walking and sledding are generally restricted

2.7 DESERTS

Deserts cover more than one fifth of the Earth's land, and they are found on every continent. A place that receives less than 10 inches (25 centimeters) of rain per year is considered a desert. Deserts are part of a wider classification of regions called "drylands." These areas exist under a moisture deficit, which means they can frequently lose more moisture through evaporation than they receive from annual precipitation.

And despite the common conceptions of deserts as dry and hot, there are cold deserts as well. The largest hot desert in the world, northern Africa's Sahara, reaches temperatures of up to 122 degrees Fahrenheit (50 degrees Celsius) during the day. But some deserts are always cold, like the Gobi desert in Asia and the desert on the continent of Antarctica. Others are mountainous. Only about 10 percent of deserts are covered by sand dunes. The driest deserts get less than half an inch (one centimeter) of precipitation each year, and that is from condensed fog not rain.

According to the UNWTO, the types of tourists who have traditionally visited deserts tend to be curious and keen on adventure or history. They love to immerse themselves in different countries. They are open minded and in search of opportunities to share experiences with local populations. Today, however, deserts are also attracting new customers-in search of authentic experiences, but plenty of comfort and luxury too. Others seek thrills and sporting activities requiring good knowledge of the local terrain.

2.8 WILDLIFE

Wildlife traditionally refers to non-domesticated animal species, but has come to include all plants, fungi, and other organisms that grow or live wild in an area without being introduced by humans.

Wildlife can be found in all ecosystems. Deserts, forests, rain forests, plains, grasslands, and 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,[2] most scientists agree that much wildlife is affected by human activities.

Wildlife tourism is usually showing animals in their natural habitat. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat. Wildlife tourism is an important part of the tourism industries in many countries including many African and South American countries, Australia, India, Canada, Indonesia, Bangladesh, Malaysia, Sri Lanka and Maldives among many. It has experienced a dramatic and rapid growth in recent years worldwide and is closely aligned to eco-tourism and sustainable-tourism. National parks and Wildlife Sancturries are the centres of eco tourism.

A national park is a park in use for conservation purposes. Often it is a reserve of natural, semi-natural, or developed land that a sovereign state declares or owns. Although individual nations designate their own national parks differently, there is a common idea: the conservation of 'wild nature' for posterity and as a symbol of national pride.

Tourism to national parks has increased considerably over time. In Costa Rica for example, a megadiverse country, tourism to parks has increased by 400% from 1985 to 1999. The term national park is perceived as a brand name that is associated with nature-based tourism and it symbolizes "high quality natural environment and well-design tourism infrastructure".

2.9 WETLAND

A wetland is a land area that is saturated with water, either permanently or seasonally, such that it takes on the characteristics of a distinct ecosystem. The primary factor that distinguishes wetlands from other land forms or water bodies is the characteristic vegetation of aquatic plants, adapted to the unique hydric soil. The Amazon River basin, the West Siberian Plain, and the Pantanal in South America are large wetlands. The water found in wetlands can be freshwater, brackish, or saltwater. The main wetland types include swamps, marshes, bogs, and fens; and sub-types include mangrove, carr, pocosin, and varzea. In recognition of the interdependence between sustainable tourism and the conservation and sustainable management of wetlands, in February 2010, UNWTO signed a Memorandum of Cooperation with the Secretariat of the Convention on Wetlands . Wetlands offer a range of recreational activities include sunbathing, swimming, boating, diving, snorkeling, sport fishing, duck hunting, photography, bird watching, and simply enjoying the landscape. Many wetlands are not just holiday destinations but are also tourist attractions themselves. For example, The Great Barrier Reef Marine Park records on average 1.8 million visitor-days per year.

2.10 SUMMARY

Eco tourism can be practiced in the various natural resources. Ocean and Sea, Rivers, Lakes, waterfalls, islands, wildlife, wetland, mountains and deserts are the major resources for eco tourism. There are varieties of activities a tourist can do in these eco tourism spots.

2.11 CHECK YOUR PROGRESS

1. Which are the eco tourism activities related with ocean and sea?
2. Write about mountain tours.
3. Explain wetlands as ecotourism destinations

2.12 ANSWERS TO CHECK YOUR PROGRESS

1. Refer 2.3
2. Refer 2.7
3. Refer 2.10

2.13 SUGGESTED READINGS

1. Ecology and tourism development- Ramesh chawla
2. Tourism and environment-Shashi prabha sharma

UNIT - 3: ECO TOURISM IN KARNATAKA

STRUCTURE:

- 3.0 OBJECTIVE**
- 3.1 INTRODUCTION**
- 3.2 GUIDELINES FOR ECO TOURISM**
- 3.3 KARNATAKA ECOTOURISM DEVELOPMENT BOARD**
- 3.4 JUNGLE LODGES AND RESORTS.**
- 3.5 SUMMARY**
- 3.6 CHECK YOUR PROGRESS**
- 3.7 ANSWER TO CHECK YOUR PROGRESS**
- 3.8 SUGGESTED READINGS**

3.0 OBJECTIVE

To learn about the eco tourism initiatives of Karnataka

3.1 INTRODUCTION

Karnataka is home to several forts, architectural marvels and is blessed with a rich cultural heritage of over 1500 years. Other diverse visitor attractions include pilgrim sites, coastal landscape, wildlife / national parks, Eco Tourism, Wellness Tourism - Alternate Lifestyle/ Yoga, Voluntary Tourism and Adventure Tourism.

The "Karnataka Tourism Policy 2014-2019" focuses on accelerating and facilitating private investments in the tourism sector, and strives to be an outcome based initiative. The policy follows a non-discriminatory approach to incentivise and promote the local community as well as private sector for contributing towards the development of tourism sector. The following guidelines are given in the Karnataka tourism policy for the development of ecotourism

3.2 GUIDELINES FOR ECO TOURISM

Karnataka with its scenic hills, forests with abundant wildlife and beautiful beaches, has a lot of potential for development as an ecotourism destination. Kodagu, Kabini, Nagarhole, Dandeli, Murudeshwar, Gokarna, Bandipur, Kudremukh, Devbagh, Kaup, chikmagalur, Ranganthithu, Kemmanagundi, Job Falls and Shivanasamudram Falls are some of the destinations which have a potential to be developed as ecotourism destinations. In recent years, the mushrooming of tourist facilities around protected areas has led to the exploitation, degradation, disturbance, and misuse of fragile ecosystems. It has also led to misuse of the term 'ecotourism', often to the detriment of the ecosystem, and towards further alienation of local people and communities. These guidelines are applicable to any Protected Areas, National Parks, Wildlife Sanctuaries, Community reserves; Conservation Reserves, Sacred Groves, or Pilgrimage Spots located within protected areas and forested areas. The Department of Tourism (DoT), GoK has developed these guidelines for facilitating identification, promotion and development of lesser known areas having ecotourism potential in addition to popular destinations. At the same time, these guidelines aim for diversification in the range of tourism activities available at destinations and facilitate involvement of the local communities living in, and dependent on peripheral and other areas for their livelihood.

Eligibility

With a view to encourage entities to enter into the Ecotourism segment, DoT has offered

several incentives. The Entity applying for availing incentives for development of ecotourism destination would be eligible under the ecotourism guidelines for availing subsidy, provided the proposal conforms to the following principles:

- The proposed ecotourism activities will be in strict conformance with the provisions of the existing environmental law of the country, especially the Wildlife (Protection) Act, the Forest (Conservation) Act, 1980 and the various other directives and guidelines issued by the Government from time to time.

- Adherence to international standards in terms of quality and safety in developing and operating ecotourism facilities and activities.

- The Entity would need to conduct carrying capacity of the proposed site to arrive at the types and level of tourism related activity that the proposed site can sustainably accommodate.

- Priority will be given to developing sites near existing and known tourist destinations.

- The proposed project will focus on creating environmental awareness amongst all sections and age groups, especially the youth, to be incorporated as a major activity for each ecotourism destination.

- Only activities and facilities having least impact on the natural resources and the local culture will be permitted.

- The proposal should focus on providing quality experience rather than the number of visitors, without compromising on financial viability as far as possible.

- Wherever resources harnessed for ecotourism are traditionally in use by the local community, the proposal should be developed in consultation with them and mechanisms to ensure flow of benefits to the community should be clearly identified.

- The proposal should highlight the marketing strategies for promotion of the proposed project, which should be based on sound market research and segmentation analysis and make wide use of electronic, print and cyber media for marketing.

- Installation of technologically efficient systems and clean development mechanisms will be mandatory for operation of any ecotourism facility.

- Tourism infrastructure proposed in the project shall conform to environmentfriendly, low impact aesthetic architecture, including solar energy, waste recycling, rainwater harvesting, natural

cross-ventilation, and proper sewage disposal and merging with the surrounding habitat.

- To avoid the number of visitors and vehicles exceeding carrying capacity, the entity shall establish an online advance booking system to control tourist and vehicle numbers. Rules of booking shall be transparent and violators shall be penalized.

Other Requirements:

In addition to eligibility, there are certain mandatory requirements that DoT has spelt out for entities operating Ecotourism destinations. Ecotourism activities to be identified and developed at any destination shall be site-specific i.e. dependent upon the potential of the particular site being developed. Following are the activities and facilities that may be undertaken for promoting an area as an ecotourism destination within the State.

- Nature Camps: Camping sites identified for ecotourism activities should be provided with basic facilities to enable the tourists to stay in natural surroundings either solely to experience the wilderness, or additionally for participating in other activities requiring overnight stay in forests.

- Eco-friendly Accommodation: Accommodation that would be developed in an ecotourism destination should be 'eco-friendly', i.e.,

- i) They should be built with locally available material
- ii) Should make use of renewable resources
- iii) Should adopt ecological sustainable solutions such as water harvesting etc.

Above all, the entire concept should contribute to the revenue of the local community and raise their living standards by involving them in provision of various services related to this segment of tourism.

- Trekking and Nature Walks: Eco-tourism destinations identified in Trekking routes of varying distances and guided nature trails should ensure that they cause minimum/no disturbance to the natural vegetation and soil. Staff and local persons, especially youth should be appropriately trained to act as Nature Guides and Naturalists so as to assist visitors during wildlife viewing and trekking.

- Wildlife Viewing and River Cruise: Wildlife viewing in eco-friendly vehicles or on elephant backs should be promoted at appropriate sites for observing wildlife.

- Adventure Sports: Facilities for adventure sports such as rock climbing, rappelling and parasailing along with water sports such as river rafting, boating and canoeing should be developed

in consultation and cooperation with experts and the concerned department or agency having control over the water bodies.

- **Angling:** Angling facilities for Mahaseer and other suitable fish species, strictly on a catch and release basis, should be developed only on suitable rivers/ water bodies flowing through or along the forest areas in consultation with the concerned Department. If necessary, water bodies may be artificially stocked by rearing and releasing fish seed into the rivers that have been depleted of the target species over time.

- **Herbal Ecotourism:** Herbal ecotourism should be made the thrust areas only at locations having a rich herbal heritage. Traditional medicinal practices of such locations could be explored and based on these, authentic herbal inputs having appropriate certifications and recognition could be made available to the tourists.

- **Urban Ecotourism through Eco-Parks:** In order to promote urban ecotourism, ecoparks could be developed in various urban centers. Such Eco-parks should contain provisions for various ecotourism activities including interpretation centers, trekking, nature walks, biking, bird watching, camping, angling, herbal center, adventure sports etc. on a small scale, depending upon the area being developed. For this purpose, existing public parks in urban localities could also be utilized.

- **Visitor Interpretation Centers:** Existing interpretation facilities should be strengthened to provide complete information to visitors and accommodate the requirements of various classes of visitors envisaged. Each destination must incorporate ways to enhance and enrich the visitor experience.

- **Conservation Education:** Conservation education should be promoted in and around each destination for creating awareness amongst school and college students, local communities, government staff and visitors in order to maintain and enhance support for ecotourism and environmental conservation. Various means that could be adopted include media campaigns, formation of eco-clubs at schools and colleges, exposure visits to destinations, displays and hoardings, community centers etc. New and innovative methods shall also be encouraged.

- **Other Facilities:** Facilities for any other eco-friendly activities could also be developed based on specific requirements of a site, provided the activity is compatible with the overall objectives of this policy and in conformance with the various standards and guidelines laid down in this regard.

Incentives and Concessions : To create awareness of the concept of Eco-tourism, DoT has

offered several incentives/concessions to encourage entities to develop this segment.

3.3 KARNATAKA ECOTOURISM DEVELOPMENT BOARD

Karnataka Ecotourism Development Board (KEDB) a government body facilitating and regulating ecotourism in the state of Karnataka. It is the main organization driving the Karnataka Eco trails. The board is also instrumental in training Certified Nature Guides Programme (NGP) to ensure a formal naturalist component in the Eco trails experience

The Karnataka Eco tourism Board was set up to develop Karnataka into an model Eco-tourism destination in the country by encouraging green travel and incentivizing eco-tours operators to follow global standards for Eco-travel.

The Karnataka Eco-tourism Development Board has adopted the following Working definition of the word Eco-tourism.

"Responsible travel to natural areas that result in creation of awareness about flora and fauna, conserves the environment and sustains the well-being of local people"

Objectives

1. Develop destinations for Eco-travel.
2. Develop operational guidelines for Eco-travel operators to ensure destinations sustainability.
3. Facilitate Eco-travel to create awareness and leading to conservation of all natural resources.
4. To bridge the skill gap by providing training in all sectors for eco travel.
5. To reduce the knowledge gap by providing a platform of information on destinations, landscapes and bio-diversity.

3.4 JUNGLE LODGES AND RESORTS.

JLR, established in 1980, promotes eco-tourism, adventure tourism and various wildlife destinations in Karnataka. Working closely with the forest Department, it runs 16 properties across National parks, Wildlife Sanctuaries and the coast, making it India's largest chain of resorts in wildlife tourism/eco-tourism. Various outdoor activities such as trekking, camping, safaris, white water rafting etc. are offered at these resorts. JLR also provides consultancy services to other state governments in promoting ecotourism

3.5 SUMMARY

Karnataka is a land with immense potential of eco resources. A new set of guidelines are included in the Karnataka tourism policy. Karnataka Ecotourism Development Board (KEDB) a government body facilitating and regulating ecotourism in the state of Karnataka. Jungle Lodges and Resorts, established in 1980, promotes eco-tourism, adventure tourism and various wildlife destinations in Karnataka.

3.6 CHECK YOUR PROGRESS

1. Make a note on Karnataka tourism policy
2. Which are the objectives of KDEB?
3. Make a short note on Jungle Lodges and Resorts.

3.7 ANSWERS TO CHECK YOUR PROGRESS

1. Refer 3.3
2. Refer 3.4
3. Refer 3.5

3.8 SUGGESTED READINGS

1. Karnataka eco tourism.com
2. Karnataka tourism policy

UNIT : 4 - CARRYING CAPACITY

STRUCTURE:

- 4.0 OBJECTIVE
- 4.1 INTRODUCTION
- 4.2 TOURISM CARRYING CAPACITY
- 4.3 SUMMARY
- 4.4 CHECK YOUR PROGRESS
- 4.5 ANSWERS TO CHECK IN PROGRESS
- 4.6 SUGGESTED READINGS

4.0 OBJECTIVE

To learn the term carrying capacity and its role in eco tourism

4.1 INTRODUCTION

The tourism sector accounts nowadays for about 10% of world GDP and it is widely acknowledged that tourism activities depend highly on the quality of natural resources. Thus, the aim of sustainable tourism development plans, in order to reach sustainable development goals, should be the decoupling of economic growth from natural environment depletion, through the definition of more sustainable patterns of production and consumption in tourism activities, as also stated by international and European resolutions about sustainable development. Considering that to reach this goal and to set targets for improvement the basic requirement is to investigate the physical and managing limits of the system, carrying capacity evaluation seems to be a useful concept to support the definition of local management strategies and plans for sustainable tourism.

Tourism and sustainability

Tourism can generate both positive and negative effects on the areas where visiting and leisure activities take place. It can be a positive element for the local economy of the tourist destination, but it can also generate some externalities (positive or, more frequently, negative) that are not included in the local economic balance and that can affect the quality of the visitors' experience. Therefore, it is important that tourism planning, carried out by local decision makers, assures a good level of conservation of natural resources and mitigates the impacts that tourism necessarily entails. If managed in a responsible and sustainable way, tourism can be a motivating force for the conservation of local heritage; on the other hand, if the strategy adopted for tourism development has the sole aim of getting large and immediate economic results through the uncontrolled growth of the tourist flow, it will lead to a rapid exploitation of the destination, which, after a short period, will become spoilt and no longer attractive. Impacts related to tourism activities can be divided into two main categories.

1. Impacts due to the building of hospitality structures (hotels, restaurants, camping sites) and the production of goods and services for tourists; which can be summarized as the:

a. loss of soil previously used for agriculture, pasture or other activities;

b. necessity to build new roads to connect new tourist structures or to improve and enlarge existing roads to enable them to cope with an increased level of traffic. It is important to consider that these kinds of impact are persistent, because tourist structures, often built on a scale to cope with a wider tourist flow, remain in the territory, even though it is almost empty, during the rest of the year;

c. resource consumption and pollution (emissions, waste water and solid waste production).

2. Impacts due to the presence of tourists and their activities in the area.

The presence of tourists can generate two main kinds of problem:

The production of solid waste and wastewaters (which imply a cost for the collection and disposal systems, which is paid for by the local community and the need for the organisation of a service of collection scaled to the maximum volume generated during the year, i.e. at the peak of the tourist season); and the possibility of conflict between residents and tourists in the use of local resources and services (use of drinkable water and wastewater treatment plants, air pollution, noise pollution, traffic, crowding, etc.). Furthermore, when natural and protected areas are involved, the presence of a high number of visitors can cause disturbance to fauna and flora, especially when visitors are not well informed about the proper way to behave in such a context. In addition, it is necessary to consider that the impact generated by tourism activities is strictly dependent on the type of tourism which is predominant in the destination and on tourist behaviour. Each tourist visiting the destination generates a different amount of impact (waste production, energy and water consumption, land use, etc) which is dependent on numerous factors, such as the type of activities undertaken during the holiday, the length of stay, etc. Nevertheless, it has to be considered that the type of tourist services available for tourists influence the possibility for them to adopt sustainable behaviours: tourists make consumption choices which are limited by the effective availability of sustainable products and services and are determined by their environmental consciousness and responsibility. This implies that it is not possible to assess the sustainability of a destination in an absolute manner, but it is more useful to define scenarios for the evaluation, considering possible patterns regarding the production (tourism offer) and the consumption (tourism demand) sides. Moreover, considering that even eco-tourism activities generate, undoubtedly, some impact on the area where they take place, to assure a sustainable development of the tourism sector it is necessary that the planning of tourism development of a destination takes into consideration the relationship between tourism activities and the local environment (from natural, economic and social points of view). Therefore, it should be based on a robust analysis of environmental, social and economic conditions of the area and on an evaluation of existing physical, economic and social limits to current and potential development of tourist activities, i.e. an assessment of the actual carrying capacity of the destination.

3. Carrying capacity of tourist systems

Tourism, like every kind of human activity, causes changes in environmental conditions. In order to evaluate the consequences of the impact of tourism activities it is necessary to know the

characteristics of the environment where they take place and especially its resilience, which is the magnitude of disturbance that a system can experience before it shifts into a different state of equilibrium. Indeed, carrying capacity concept is linked with resilience and rises from the necessity to establish what the maximum acceptable level of impact for the environment is or for one of its components and the capability of recovery back to the previous condition. From an ecological perspective, carrying capacity is "the maximum number of individuals of a given species that a given habitat can support without being permanently damaged". If we consider the application of this concept to the relationship between natural and social (or human) systems, we can also define carrying capacity as the ability of natural and man-made systems to support the demands of various uses without degrading the natural, cultural and social environment. In order to provide useful support to operational approaches oriented to decision-making, carrying capacity should be the scientific concept that helps to identify the maximum acceptable level of human activities, population growth, land use and physical development that can be sustained by the area under investigation without causing irreversible damage to the environment. In the field of sustainable development strategies and in spatial planning processes, as it is for sustainable tourism planning, this implies that the evaluation is made considering not only the availability and quality of natural resources, but also the characteristics of the existing infrastructures, land use and tourist facilities. Indeed, the purpose of the evaluation of the carrying capacity of a destination is the measurement of the threshold over which alteration due to tourism activities becomes unacceptable for the entire system (composed by natural and man-made resources).

4.2 TOURISM CARRYING CAPACITY

Carrying capacity refers to the number of individuals who can be supported in a given area within natural resource limits, and without degrading the natural, social, cultural and economic environment for present and future generations. The carrying capacity for any given area is not fixed. It can be altered by improved technology, but mostly it changes for the worse by pressures which accompany a population.

"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".

It is a well-known fact that tourist activities sometimes have negative effects on natural, social and economical aspects of a certain place, which have consequently brought about a need for preventing them. Namely, these effects are normally associated with the number of tourists that visit

a certain tourist destination. This correlation makes for probably the most complex concept in tourism theory and practise also known as carrying capacity.

The problem of defining the notion of carrying capacity used to be rather difficult, and various authors and institutions were using their own definitions. One of these accepted definitions says that "carrying capacity" stands for the maximum number of visitors to a certain tourist destination without having any negative impacts on the environment or the undesirable decrease in the quality of visitors' satisfaction. According to the World Tourism Organization the carrying capacity is fundamental for environmental protection and sustainability. Namely, it stands for 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.

The concept of carrying capacity was adapted from range management and was applied to recreation management in the early 1960s. The focus is on determining the level of use beyond which impacts exceed acceptable levels specified by evaluative standards. This stems from the fact that carrying capacity is not a homogenous notion, but rather manifests itself in four basic levels, which are therefore analysed as four different types of carrying capacity:

- Ecological carrying capacity relates to the maximum use of a tourist resource without causing any harm to the environment;
- Social carrying capacity relates to the reaction of the local people to the tourist development of the place, which should never be negative;
- Psychological carrying capacity relates to the quality of visitors' satisfaction with a certain tourist destination, which is not to be decreased;
- Economic carrying capacity relates to the level of acceptable dependence between the local economy and the level of the tourist development of a place, which should never become too heavy

The final carrying capacity of a tourist destination is a resultant of the four aforementioned types of carrying capacity that are all inter-dependable. However, sometimes they are completely opposite.

In practice, carrying capacity has proven to be a methodology that cannot be applied accurately to tourism scenarios. While perceived to be scientific, several criteria of carrying capacity are subjective. The concept that tourism impacts can be measured to reach fixed impact thresholds which can be evaluated as 'in excess' of a measurable carrying capacity has proven to be erroneous. In reality, tourism impacts can rarely be put into the context of fixed biological parameters. Conditions

change from site to site, impacts are highly variable depending on the volume of tourism from year to year and there is no straightforward correlation between the many variables that cause tourism impacts and resource degradation over a period of time. Rather than seeking to measure and re-measure impacts according to the variability of tourism flows, monitoring is more productive if it seeks to maintain an acceptable balance from the point of view of the stakeholders between all uses including tourism, environment and society, as all the methodologies referenced here have embodied in their approaches.

The final outcome depends on several factors that work in different forming levels, and can be put into two large categories. The first one includes local factors: social structure, cultural heritage, environment, economic structure, political structure and resources; whilst the second one includes side factors: tourists' characteristics, types of tourist activities, planning, various influences, parameters, standards, as well as carrying capacity.

4.2.1 Local factors

Social structure of a destination is a key factor when it comes to defining a certain impact. For example, some communities are able to tolerate great number of tourists while others cannot. More specifically, it has been thus concluded that smaller local communities often experience rather dramatic social consequences once the tourism development occurs.

Cultural heritage of a destination is extremely important if one needs to determine its carrying capacity. The more valuable cultural heritage, the more attractive the destination, which means bigger number of tourists. Hence, a large number of tourists also means greater chances of damage to the place. The environment itself can be preserved in a lower or a higher degree. The less preserved environment means that it is more adaptable to tourism and tourist activities. Also, ecological changes are inevitable and will be much more obvious in the areas that are less polluted.

Economic structure determines the benefits and the value of tourist activities. In fact, the economies that are more developed and industrialized are generally more adaptable. If an economic structure faces an increase and is more diverse, it also means better qualified workers.

Political structure can have impact on tourism and carrying capacity in many different ways. For example, political instability in a country dissuades tourist arrivals and therefore obstructs tourism development. On the other hand, political openness can induce greater openness of a society for tourism development, which then has considerable impact on the carrying capacity.

Resources (work, capital, country and other) and their availability on a local level can have certain impact on the desired direction of tourism development. So, if the resources are meager, the

competition between them will be stronger and the prices of using these resources for tourist purpose will be higher.

4.2.2 Foreign factors

Characteristics of tourist visiting certain destination are an important factor in determining social and cultural impact on local communities. Tourists belonging in mass group have more impact than groups of researchers/explorers or adventurers. Difference between tourists and hosts is also important. The big difference between them, in communal and cultural sense, implies higher impact and changes.

Type of tourist activities is closely related to characteristics of the tourist participating in them. Negative activities require clear responsibility of the carrying capacity in limiting this kind of events.

Planning, management and technology are interested in organizing factors related to defining future events. More successfully planned and organized tourism implies less damaging effects and broader scope of carrying capacity.

Impact on social, ecological and economic structures is a result of local and foreign factors, organized through planning and management of the tourist destination.

Parameters can be defined as changes that take place at specific location through local and foreign factors, again, as a result of different levels and types of interactions.

Standards can be regarded as acceptable limit of applied parameters. They indicate the value of achievement with host, as well as with tourist population, with respect to accepted level of variable change and without damage done, and the one that tourist can produce.

Carrying capacity is dependent variable, which is not determined by the presence of tourist exclusively. Dynamics of the essence of carrying capacity is based on the tolerance change of each of the defined factors as a result of management. Supporting capacity significantly improves destination management by introducing innovations into tourism planning. Circumventing the supporting capacity will render tourism development impeded and result will be unsustainable tourism development.

Carrying capacity is not simply the number of tourist who will not deteriorate certain tourist destination. Classification of its development in eight phases serves as a testimony to that fact:

- determination of management standard for destination or tourist resource that will be supported and types of tourist experience being planned;
- determination of time interval for the supporting capacity being defined(hour, day, week, month);

- determination of indicators for ecologic, socio-cultural, psychological and economic components;
- defining limits of sustainable levels for each indicator;
- establishing obvious co-relations between levels of indicators and levels of use;
- determining management strategy which will enable the supporting capacity to be respected.

Following the principal of the ideal tourist state in a certain location, carrying capacity is not merely one of the key mechanisms in tourism planning but has been recently analysed as a standard of sustainable tourism.

4.3 SUMMARY

Carrying capacity can be measured either at the level of a tourist destination as a whole with all its associated contents or at the level of individual, specific services and facilities. In both cases, capacity is characterized by economic, physical, and social attributes that can be measured. Each type of capacity may significantly vary from one destination to another, depending on the natural-ecological characteristics of a given area, the manner of its use, and developmental goals to be achieved. Each capacity type is characterized by a tolerance limit for a destination as a whole or for individual objects and facilities.

4.4 CHECK YOUR PROGRESS

- 1.Explain the impacts due the infrastructure development
- 2.What is tourism carrying capacity?
- 3.Explain the local factors affecting tourism carrying capacity

4.5 ANSWERS TO CHECK IN PROGRESS

- 1.Refer 3.1
- 2.Refer 3.2
- 3.Refer 3.2

4.6 SUGGESTED READINGS

1. Tourism and environment -shshi prabha sharma.
2. Eco tourism and development-Ramesh Chawla.

BLOCK-2: SUSTAINABLE DEVELOPMENT

UNIT 5 -SUSTAINABLE TOURISM AND DEVELOPMENT

STRUCTURE:

- 5.0 OBJECTIVE
- 5.1 INTRODUCTION
- 5.2 SUSTAINABLE DEVELOPMENT
- 5.3 MODELS FOR SUSTAINABLE DEVELOPMENT
- 5.4 SUMMARY
- 5.5 CHECK IN PROGRESS
- 5.6 ANSWERS TO CHECK IN PROGRESS
- 5.7 SUGGESTED READINGS

5.0 OBJECTIVE

To learn about the evolution of sustainable tourism and sustainable development models.

5.1 INTRODUCTION

Up until the late 19th century, nature journeys were not very popular and, therefore, poorly developed. Travellers that reported about their experiences and discoveries (e.g. Herodotus and Aristotle in old Greece and Marco Polo later on) as well as explorers and "science travellers" of the Age of Enlightenment such as Georg Forster, Alexander von Humboldt, James Cook or Charles Darwin remained the exception for a long time. Although tourism focused on the Alpine region in the 18th century already, "nature tourism" only came into existence later on with the first discovery tours to the European Alps and the establishment of Alpine associations. The labour and youth movement of the late 19th and early 20th centuries also contributed to the rising popularity of excursions to the countryside. However, up until the mid-20th century, "world trips" remained possible only for the upper class. For the (male) "average" citizen, "travelling" was exclusively linked to soldier ship until after the Second World War. It was not until the technological development of the transport system and mass communication that more and more people started travelling. Although tourism was considered "white industry" until the 1960s, it was increasingly criticised, especially because of the emerging mass tourism and its associated social and ecological impacts.

Soft tourism

In search of specific alternatives to mass tourism, the term "Soft Tourism" was introduced in German-speaking countries in 1980, when futurologist Robert Jungk presented "Soft Travelling" as opposed to "Rough Travelling" of mass tourism in the magazine GEO. The meaning of this term has been in the centre of controversies ever since. However, several tour operators and tourism regions have adopted it as the epitome of an alternative to mass tourism for diverse reasons since the 80s. In practical implementation, a distinction was made according to two options for action: In the broad sense, Soft Tourism was taken to mean the intent of reducing or undoing contentious consequences of tourism development by taking restrictive measures within spatial planning and regional policies and avoiding those consequences in the future. In the more narrow sense of the word, Soft Tourism was taken to be an approach to develop structurally alternative tourism offers ("niche tourism") with a special focus on environmentally and socially acceptable holiday planning. At the end of the 1980s and during the 90s, the concept of Soft Tourism was increasingly replaced by discussions about "Sustainable Tourism". Current literature about tourism development rarely uses the term Soft Tourism anymore.

Eco tourism

The term "Ecotourism" was introduced in 1965, when ecological issues were first integrated in tourism. It was mainly considered to be a form of tourism confined to visiting (and, later on, co-financing) protected areas. This definition was later expanded to include near-nature areas and the interests of the local population. Nowadays there are so many definitions of "Ecotourism", that Figgis (1995) said defining Ecotourism could even be nominated an Olympic sport. Due to its focus on ecological issues only (apart from the fact that planes are the means of travel often used for ecotourism offers, despite their big footprint), Ecotourism is not compatible with the holistic objectives of Sustainable Development. Upon the United Nations' designation of 2002 as the "International Year of Ecotourism", the discussions about social components of Ecotourism and its relation with Sustainable Development were renewed. Nowadays, the issues of "traditional use" of biological resources and ? in case of tourism offers in developing countries ? land rights and right of ownership of the indigenous population are acknowledged to be of utmost importance to Ecotourism as well. Near-nature tourism and especially ecotourism were seen as an opportunity to regain financial independence and thus control over their territories by several indigenous peoples. Ecotourism can create an incentive for environmental protection and preservation of protected areas, as near-nature tourism and outdoor leisure activities enable people to better appreciate the environment and be more conscious about the consequences of our lifestyle. This in turn will raise the awareness of how important it is to preserve our environment. Even though Ecotourism is not to be considered a synonym of Sustainable Tourism, for the purpose of development it is an important step towards Sustainable Tourism. However, there is neither a binding definition of Ecotourism nor transparent and internationally verifiable development of strategies. Furthermore it has been criticised that Ecotourism has too unilateral an approach on protection and thus should develop to become "Sustainable Ecotourism".

Sustainable tourism

The UN World Commission on Environment and Development adopted the idea of sustainability in the "Brundtland report" in 1987 and defined "sustainable development" as follows: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." [UNEP, 1987] On the occasion of the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992, the concept behind this definition was developed to become a binding guideline for general ecological, social and economic development for 179 countries within the Agenda 21. Over the following years, this guiding principle was seized by many organisations related to the tourism sector and adapted for specific application in global tourism. The German Forum on Environment and

Development presented the following definition for "Sustainable Tourism" in 1999 at a UN Conference in New York: "Sustainable tourism has to meet social, cultural, ecological and economic requirements. Sustainable tourism holds a long-term view, for present and future generations, ethically and socially just and culturally adapted, ecologically viable and economically sensible and productive." Translated from the definition of the German Forum on Environment and Development 1999] As it cannot be said whether sustainable approaches designed today will really prove to be sustainable within 25 years, "sustainability" has to be taken to mean future-oriented requirement rather than a fixed plan. This means that its contents need to be redefined from time to time and that futurologists have to learn to consider unpredictable factors. So it can be commented critically that real "Sustainable Tourism" is almost impossible; what is possible and highly desirable however is "More Sustainable Tourism" or "Sustainable Tourism Development".

5.2 SUSTAINABLE DEVELOPMENT

Sustainable Development (SD) implies economic growth together with the protection of environmental quality, each reinforcing the other. Sustainable Development, thus, is maintaining a balance between the human need to improve lifestyles and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend SD may also be defined as.

"To improve the quality of life while living within the carrying capacity of ecosystems" IUCN (The World Conservation Union), 1991

Thus, Sustainable development does not focus solely on environmental issues. More broadly, it encompasses the three general policy areas namely economy, environment and society. The Swiss 'Monitoring of Sustainable Development Project' MONET proposed the following definition:

'Sustainable development means ensuring dignified living conditions with regard to human rights by creating and maintaining the widest possible range of options for freely defining life plans. The principle of fairness among and between present and future generations should be taken into account in the use of environmental, economic and social resources. Putting these needs into practice entails comprehensive protection of bio-diversity in terms of ecosystem, species and genetic diversity, all of which are the vital foundations of life.' MONET

There's another definition given by the famous Robert Prescott Allen, who has founded and chaired several influential IUCN-The World Conservation Union projects and has 18 years experience evaluating and advising development strategies on four continents.

Sustainability is just another way of saying "the good life" as a combination of (a) a high level of human well-being, and (b) the high level of ecosystem well-being that supports it. Allen Prescott

The main features that all the above definitions have (either explicitly or implicitly) are as follows:

- A desirable human condition: a society that people want to sustain because it meets their needs
- A enduring ecosystem condition: an ecosystem that maintains its capacity to support human life and others
- A balance between present and future generations; and within the present generation.

Sustainable Growth

Is it possible to have a Sustainable growth? For growth we need resources and the rate of depletion of resources cannot be matched with the regenerating capacity of earth, as it is finite, not-growing and materially closed. Therefore, Sustainable growth is an impossible theorem!

Sustainable Consumption (SC)

This is about finding workable solutions to social and environmental imbalances through a more responsible behaviour. In particular, sustainable consumption is related to production and distribution, use and disposal of products and services and provides the means to rethink our lifecycle. The aim is to ensure that the basic needs of the entire global community are met, excess is reduced and environmental damage is avoided. Most definitions of SC have the following common features

- Satisfying human needs
- Favouring a good quality of life through decent standards of living
- Sharing resources between rich and poor
- Acting with concern for future generations
- Looking at the 'cradle-to-grave' impact when consuming.
- Minimizing resource use, waste and pollution

Sustainability

Sustainability is the action oriented variant of Sustainable Development. There are some principles of sustainability which include the following-

- Protecting Nature

- Thinking long-term
- Understanding systems within which we live
- Recognizing limits
- Practicing fairness
- Embracing creativity.

5.3 MODELS FOR SUSTAINABLE DEVELOPMENT

Moving towards sustainable development presents tremendous challenges. Man has all the tools necessary for achieving it. However we tend to forget that in order to survive, we need to adapt to nature and not vice-versa.

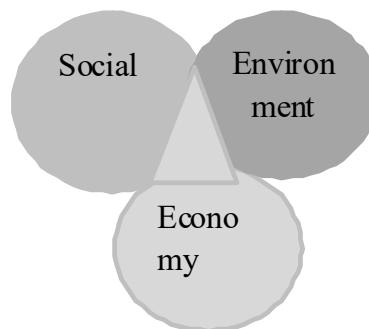
We need to develop the ability to make a choice which respects the relationship between the three "Es" - economy, ecology and equality. If all the three "e's" are incorporated in the national goals of countries then it would be possible to develop a sustainable society.

Models help us understanding the concepts of Sustainability better. Achieving Sustainable Development thus, requires more effective, open, and productive association among the people themselves. Models help us gather, share, and analyse information; they help coordinating work; and educate and train professionals, policymakers, and the public in general.

The following are some of the constructive models for understanding Sustainable Development..

Three Pillar Basic Model

Dimension of Sustainability



This is one of the most well-known models created using the three dimensions -Economy, Environment and Society.

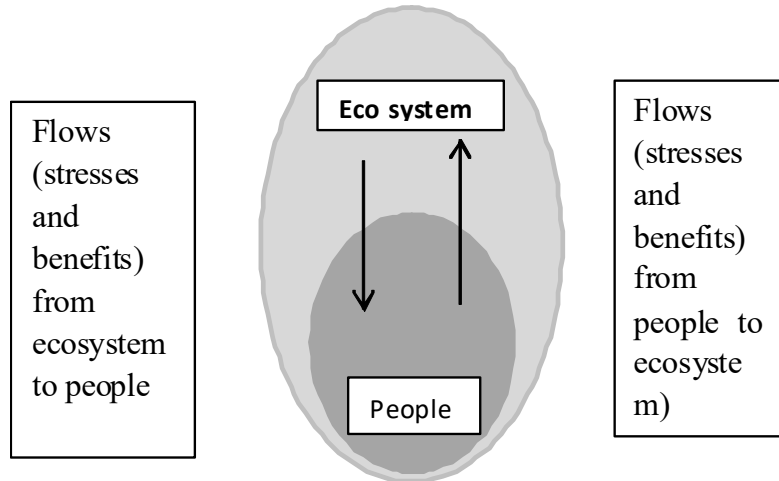
The diagram shows three interlocking circles with the triangle of environmental (conservation), economic (growth), and social (equity) dimensions. Sustainable Development is modelled on these three pillars. This model is called 'three pillars' or 'three circles model'. It is based considering the

society, but does not explicitly take into account 'human quality of life'.

The Egg of Sustainability

The 'Egg of Sustainability' model was designed in 1994 by the International Union for the Conservation of Nature, IUCN

The Egg of Sustainability



It illustrates the relationship between people and ecosystem as one circle inside another, like the yolk of an egg. This implies that people are within the ecosystem, and that ultimately one is entirely dependent upon the other. Just as an egg is good only if both the white and yolk are good, so a society is well and sustainable only if both, people and the eco-system, are well.

Social and economical development can only take place if the environment offers the necessary resources: raw materials, space for new production sites and jobs, constitutional qualities (recreation, health etc.). Ecosystem is therefore to be regarded as a super coordinated system to the other dimensions of the triangle or prism models: social, economical, and institutional. These latter can only prosper if they adapt themselves to the limits of environmental carrying capacity.

Thus according to this model:

sustainable development = human well-being + ecosystem well-being

5.4 SUMMARY

Mass tourism and its negative impacts paved the way for an alternative tourism. As a result Nature tourism, Soft tourism and Eco tourism were introduced. A new type of tourism was introduced as sustainable tourism. Sustainable development is defined as the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The three pillar basic model and the egg of sustainability are the two important models of sustainable development.

5.5 CHECK IN PROGRESS

1. What is Soft tourism?
2. What is sustainable development?
3. Explain the three pillar basic model

5.6 ANSWERS TO CHECK IN PROGRESS

1. Refer 5.1
2. Refer 5.2
3. Refer 5.3

5.7 SUGGESTED READINGS

1. Sustainable development -an introduction- Centre for Environment Education
2. Sustainable tourism for development-UNWTO

UNIT : 6- ROLE OF WORLD TOURISM ORGANISATION

STRUCTURE:

- 6.0 OBJECTIVE
- 6.1 INTRODUCTION
- 6.2 AGENDA 21
- 6.3 SUSTAINABLE DEVELOPMENT GOALS
- 6.4 WORLD ECOTOURISM SUMMIT
- 6.5 SUMMARY
- 6.6 CHECK YOUR PROGRESS
- 6.7 ANSWERS TO CHECK YOUR PROGRESS
- 6.8 SUGGESTED READINGS

6.0 OBJECTIVE

To learn about the role of WTO in the sustainable tourism development

6.1 INTRODUCTION

UNWTO defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Thus sustainable tourism should make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide viable, long-term socio-economic benefits to all. Sustainability is at the heart of UNWTO's mandate and all of its activities. By developing policy guidelines, providing sustainable tourism indicators and monitoring sustainability through worldwide observatories, UNWTO supports the tourism sector to incorporate to sustainability principles into its day-to-day operations as well as in its long-term planning. The work of UNWTO in the sustainable development of tourism is grouped around the three goals of sustainability: environmental protection, social equity and cohesion and economic prosperity.

The work of UNWTO in the sustainable development of tourism is grouped around the three goals of sustainability: environmental protection, social equity and cohesion and economic prosperity.

Environmental preservation

Sustainable tourism recognizes that the future of the tourism sector depends on protecting life in all its diversity. It integrates economic and ecological concerns by, for example, conserving natural areas which, in turn, generates increased revenues from tourism for future conservation.

UNWTO guides and supports the tourism sector as it strives to better understand the relationship between tourism and its impact on the environment. The organisation has developed guidelines for governments on sustainable tourism policies; designed sustainable tourism indicators; and is part of global initiatives including the Global Sustainable Tourism criteria: worldwide Criteria for the minimum requirements that hotels and tour operators should strive for in sustainability. The Davos Process on Tourism and Climate Change, initiated by UNWTO in 2007, is the organization's climate change response framework and outlines a clear commitment to adapt to changing climate conditions, mitigate emissions, apply new technologies and secure financing to assist poorer regions and countries.

Social equity and cohesion

Respect for, and understanding of, cultural diversity between nations and peoples is a key principle of sustainable development. As a sector built on human interaction, tourism plays a key

role in fostering greater respect and tolerance between cultures. It is a considerable force for the conservation of historic and cultural heritage and, by providing a source of income based around local culture, can encourage communities to value their cultural heritage more highly.

The UNWTO Global Code of Ethics for Tourism is a set of principles intended to guide tourism stakeholders in the development of tourism. The ten articles of the code set out the rights responsibilities of travelers, operators and governments in ensuring maximum benefits for tourists, local communities and their natural and built environments. raise awareness of specific ethical concerns related to tourism, including gender equality, cultural preservation, corporate social responsibility and the protection of children from exploitation in tourism.

Economic prosperity

Tourism is a driver economic growth, accounting for 5% of global GDP and hundreds of millions jobs worldwide. Sustainable tourism's contribution to poverty reduction and development is increasingly recognized. Its geographical expansion and labour intensive nature support the spread of employment and can be particularly relevant in remote and rural areas where many of the world's poorest live. Through its technical cooperation, UNWTO is working to maximize the economic and employment benefits of tourism and the fair distribution of these benefits throughout local communities. UNWTO has implemented over 90 Sustainable Tourism - Eliminating Poverty (ST-EP) in more than 30 countries fostering poverty reduction through tourism development.

6.2 AGENDA 21

Agenda 21 is a non-binding, voluntarily implemented action plan of the United Nations with regard to sustainable development. It is a product of the Earth Summit (UN Conference on Environment and Development) held in Rio de Janeiro, Brazil, in 1992. It is an action agenda for the UN, other multilateral organizations, 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.

Agenda 21 is a 700-page document divided into 40 chapters that have been grouped into 4 sections:

- Section I: Social and Economic Dimensions is directed toward combating poverty, especially in developing countries, changing consumption patterns, promoting health, achieving a more sustainable population, and sustainable settlement in decision making.
- Section II: Conservation and Management of Resources for Development Includes atmospheric protection, combating deforestation, protecting fragile environments, conservation of

biological diversity (biodiversity), control of pollution and the management of biotechnology, and radioactive wastes.

- Section III: Strengthening the Role of Major Groups includes the roles of children and youth, women, NGOs, local authorities, business and industry, and workers; and strengthening the role of indigenous peoples, their communities, and farmers.
- Section IV: Means of Implementation: implementation includes science, technology transfer, education, international institutions and financial mechanisms.

6.3 SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs), also called Global Goals, and Agenda 2030 are an inter-governmentally agreed set of targets relating to international development. They will follow on from the Millennium Development Goals once those expire at the end of 2015. The SDGs were first formally discussed at the United Nations Conference on Sustainable Development held in Rio de Janeiro in June 2012

On 19 July 2014, the UN General Assembly's Open Working Group on Sustainable Development Goals (OWG) forwarded a proposal for the SDGs to the Assembly. The proposal contained 17 goals with 169 targets covering a broad range of sustainable development issues. These included ending poverty and hunger, improving health and education, making cities more sustainable, combating climate change, and protecting oceans and forests. On 4 December 2014, the UN General Assembly accepted the Secretary-General's Synthesis Report which stated that the agenda for the post-2015 SDG process would be based on the OWG proposals.

The Intergovernmental Negotiations on the Post 2015 Development Agenda (IGN) began in January 2015 and ended in August 2015. Following the negotiations, a final document was adopted at the UN Sustainable Development Summit September 25-27, 2015 in New York, USA. The title of the agenda is Transforming our world: the 2030 Agenda for Sustainable Development.

On 25 September 2015, the 193 countries of the UN General Assembly adopted the 2030 Development Agenda titled Transforming our world!'

This included the following goals:

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3. Ensure healthy lives and promote well-being for all at all ages

4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. Achieve gender equality and empower all women and girls
6. Ensure availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10. Reduce inequality within and among countries
11. Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure sustainable consumption and production patterns
13. Take urgent action to combat climate change and its impacts
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

6.4 WORLD ECOTOURISM SUMMIT

The World Ecotourism Summit, was held in Quebec City, Canada from 19 to 22 May, 2002. This was the principal event to mark 2002 as the International Year of Ecotourism.

The Summit was an initiative of the World Tourism Organisation (WTO) and the United Nations Environment Programme (UNEP). It was hosted by Tourisme Québec and the Canadian Tourism Commission. These four organisations were the partners responsible for the Summit.

The purpose of the Summit was to bring together governments, international agencies, NGOs, tourism enterprises, representatives of local and indigenous communities, academic institutions and individuals with an interest in ecotourism, and enable them to learn from each other and identify some agreed principles and priorities for the future development and management of ecotourism.

Main themes

UNEP and WTO, in consultation with other organizations and ecotourism stakeholders, had defined and adopted the following main discussion themes for the International Year of Ecotourism and for the Summit.

Theme A - Ecotourism policy and planning: the sustainability challenge

Sustainable ecotourism plans, policies and programs at international, national and local levels; integration of ecotourism policies into sustainable development plans and frameworks; land use planning; use of natural parks and protected areas; balance between development and conservation objectives in policies; development agency programs on ecotourism and their role in funding related pipeline investments; plans for human resource development in ecotourism.

Theme B - Regulation of ecotourism: institutional responsibilities and frameworks

Legislation, norms and other regulations for ecotourism activities; voluntary schemes and self regulation; certification, accreditation and ecolabels; international and inter-governmental guidelines, principles and codes; roles of different stakeholders in ensuring compliance with regulations or voluntary schemes.

Theme C - Product development, marketing and promotion of ecotourism: fostering sustainable products and consumers

Building sustainable ecotourism products; multi stakeholder cooperation for product development especially in protected areas and biosphere reserves; market research, marketing techniques and promotional methods; information to tourists; ethical behaviour; environmental education for consumers; public-private sector relationships for marketing and promotion; co-operative marketing for small ecotourism operations.

Theme D - Monitoring costs and benefits of ecotourism: ensuring equitable distribution among all stakeholders

Measuring economic, ecological and social costs and benefits of ecotourism; contribution to conservation; assessing potential and actual environmental and socio-cultural impacts of ecotourism; taking precautionary measures at local, national, regional and international levels; integrating monitoring and evaluation procedures; research needs and adaptive management systems.

Cross-cutting themes

Throughout the discussions on the four themes the focus was on two main cross-cutting issues:

- The sustainability of ecotourism from the environmental, economic and socio-cultural points of view;
- Involvement and empowerment of local communities and indigenous people in the ecotourism development process, in management and monitoring of ecotourism activities, and in the sharing of benefits resulting from it.

The preparatory process for the Summit

During the latter half of 2001 and the first four months of 2002, 18 preparatory conferences were held. These conferences took place in all the regions of the world, either under the aegis of WTO or of UNEP (in association with The International Ecotourism Society). A list of the conferences can be found later, in the reports of the regional panels. The preparatory conferences provided an opportunity for all kinds of stakeholders in ecotourism to come together to present their experiences and discuss matters of local, regional or international concern. In total over 3,000 delegates attended the conferences and over 300 papers were presented at them.

The preparatory conferences addressed each of the four main themes of the Summit. The combined results of the conferences were summarised in four papers, one for each of the themes, which together formed a discussion paper circulated at the start of the Summit. A copy of this paper can be found in Annex 1.

During April 2002, a web conference was held. This enabled any individual or body, at no cost, to participate in the debate about the four Summit themes. There were 948 registered participants in this conference, a summary of which can be found in Annex 2.

Participants and presentations

A total of 1,169 delegates attended the World Ecotourism Summit, from 132 different countries. The range of delegates included:

- International agencies engaged in supporting conservation, tourism and sustainable development.
- National ministries of tourism, culture and the environment. In total 30 ministers of state attended the Summit.
- Non-governmental organisations working at an international or local level, representing conservation, indigenous communities, travellers and other interests.

- Private sector enterprises engaged directly or indirectly in ecotourism.
- Academics, consultants and other experts in the field of ecotourism.

Structure of the Summit

Following introductory presentations from the partners, the Summit consisted of the following elements:

- A plenary session at which four panels reported on the preparatory conferences held, respectively, in Africa, Asia, the Americas and Europe.
- Four parallel working group sessions, covering the four main themes of the Summit.
- A ministerial forum, and two special forums covering the business perspective and development cooperation in ecotourism.
- A plenary session to receive and debate reports from the four thematic working groups.
- A final plenary session to receive and debate the draft Quebec Declaration on Ecotourism.

Summit outputs

The main output from the Summit is the Quebec Declaration on Ecotourism. This has been taken forward to the World Summit on Sustainable Development at Johannesburg, 2002.

6.5 SUMMARY

The work of UNWTO in the sustainable development of tourism is grouped around the three goals of sustainability: environmental protection, social equity and cohesion and economic prosperity. Agenda 21 is a non-binding, voluntarily implemented action plan of the United Nations with regard to sustainable development. The Sustainable Development Goals (SDGs), also called Global Goals, and Agenda 2030 are an inter-governmentally agreed set of targets relating to international development. The World Ecotourism Summit was the principal event to mark 2002 as the International Year of Ecotourism.

6.6 CHECK YOUR PROGRESS

1. What is Agenda 21?
2. Explain the sustainable development goals
3. Make a short note on world eco tourism summit

6.7 ANSWERS TO CHECK YOUR PROGRESS

- 1.Refer 6.2
- 2.Refer 6.3
- 3.Refer 6.5

6.8 SUGGESTED READINGS

1. Eco tourism development-Ramesh Chawla
2. UNWTO -sustainable tourism guideines

UNIT : 7 - ECONOMIC IMPACTS

Structure:

7.0 OBJECTIVE

7.1 INTRODUCTION

7.2 NEGATIVE ECONOMIC IMPACTS OF TOURISM

7.2.1 LEAKAGE

7.2.2 ENCLAVE TOURISM

7.2.3 OTHER NEGATIVE IMPACTS

7.3 THE CONTRIBUTION OF TOURISM TO ECONOMIC CONSERVATION

7.4 SUMMARY

7.5 CHECK YOUR PROGRESS

7.6 ANSWERS TO CHECK YOUR PROGRESS

7.7 SUGGESTED READINGS

7.0 OBJECTIVE

To understand the role of tourism impacts in the economic sustainability

7.1 INTRODUCTION

The tourism industry generates substantial economic benefits to both host countries and tourist's home countries. Especially in developed countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement.

As with other impacts, this massive economic development brings along both positive and negative consequences.

7.2 NEGATIVE ECONOMIC IMPACTS OF TOURISM

There are many hidden costs to tourism, which can have unfavourable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed countries have the most urgent need for income, employment and general rise of the standards of living by means to tourism, they are least able to realize these benefits; among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products.

7.2.1 Leakage

The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage. In most all inclusive package tours, about 80% of travelers expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travelers home countries), and not to local businesses or workers. In addition, significant amounts of income actually retained at destination level can leave again through leakage.

A study of tourism leakage in Thailand estimated that 70% of all money spent by tourists ended up leaving Thailand (via foreign owned tour operators, airlines, hotels, imported drinks and food etc). Estimates for other third world countries range from 80% in the Caribbean to 40% in India

Of each us\$ 100 spent on a vacation tour by a tourist from a developed country, only around us\$ actually stays in a developing country destinations economy.

There are two main ways that leakage occurs:

a) Import leakage

This commonly occurs when tourists demand standards of equipment, food and other products that the host country cannot supply. Especially in less developed countries, food and drinks must

often be imported, since local products are not up to the hotels (i.e. Tourists) standards or the country simply doesn't have a supplying industry. Much of the income from tourism expenditures leaves the country again to pay for these imports.

The average import-related leakage for most developing countries today is between 40% and 50% of gross tourism earnings for small economies and between 10% and 20% for most advanced and diversified economies, according to UNCATD

b) export leakage

Multinational corporations and large foreign business have a substantial share in the import leakage. Often, especially in poor developing destinations, they are the only ones that possess the necessary capital to invest in the construction of tourism infrastructure and facilities. As a consequence of this, an export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin.

7.2.2 Enclave tourism

Local businesses often see their chances to earn income from tourists severely reduced by the creation of all inclusive vacation packages. When tourists remain for their entire stay at the same cruise ship or resort, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism.

The Organization of America States (OAS) carried out a survey of Jamaica's tourist industry that looked at the role of the all inclusive compared to other types of accommodation. It found that all inclusive hotels generate the largest amount of revenue but their impact on the economy is smaller per dollar of revenue than other accommodation subsectors.

It also concluded that all inclusive imported more and employed fewer people per dollar of revenue than other hotels. This information confirms the concern of those who have argued that all inclusive have a smaller trickle down effect on local economies.

The cruise ship industry provides another example of economic enclave tourism. On river cruise carried some 8.7 million international passengers in 1999. On many ships, especially in the Caribbean (the worlds most popular cruise destination with 44.5% of cruise passengers), guests are encouraged to spend most of their time and money on board, and opportunities to spend in come ports are closely managed and restricted.

7.2.3 Other negative impacts

A) Infrastructure cost

Tourism development can cost the local government and local taxpayers a great deal of money. Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government. Public resources spent on subsidized infrastructure or tax breaks may reduce government investment in other critical areas such as education and health

b) Increase in prices

Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately. A San Francisco state university study of Belize found that, as a consequence of tourism development, the prices for locals increased by 8%

Tourism development and the related rise in real estate demand may dramatically increase building costs and land values, not only does this make it more difficult for local people, especially in developing countries, to meet their basic daily needs, it can also result in a dominance by outsiders in land markets and in migration that erodes economic opportunities for the locals, eventually disempowering residents. In Costa Rica, close to 65% of the hotels belong to foreigners. Long term tourists living in second homes, and the so called amenity migrants (wealthy or retired people and liberal professionals moving to attractive destinations in order to enjoy the atmosphere and peaceful rhythms of life) cause price hikes in their new homes if their numbers attain a certain critical mass.

c) Economic dependence of the local community on tourism

Diversification in an economy is a sign of health, however if a country or region becomes dependent for its economic survival upon one industry, it can put major stress upon this industry as well as the people involved to perform well. Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy.

d) Seasonal character of jobs

The seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. Problems for destinations that are heavily dependent on it. Problems that seasonal workers face include job (and therefore income) insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training, employment related medical benefits, and recognition of their experience and unsatisfactory housing and working conditions.

e) Other industry impacts affecting tourism

Economic crises, like the Asian crisis that hit Thailand, Malaysia and Indonesia a few years ago, can be devastating to inbound tourism flows. The financial turmoil triggered a sharp fall in

tourism flows to affected countries during 1987 and 1998. In the Philippines, the crisis and the temporary closure of Philippine airlines affected inbound arrivals significantly as there was a decline of almost 3.3% in 1998.

7.3 THE CONTRIBUTION OF TOURISM TO ECONOMIC CONSERVATION

The main positive economic impacts of tourism relate to foreign exchange earnings, contributions to government revenues and generation of employment and business opportunities. These are discussed briefly here; further information on economic contributions from tourism can be found at the world travel & tourism council's home page.

a) Foreign exchange earnings

Tourism expenditures and the export and import of related goods and services generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors. Some countries seek to accelerate this growth by requiring visitors to bring in a certain amount of foreign currency for each day of their stay and do not allow them to take it out of the country again at the end of the trip.

b) Contribution to Government revenues

Government revenues from the tourism sector can be categorized as direct and indirect contributions. Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes. Indirect contributions are those originated from taxes and duties levied on goods and services supplied to tourists.

c) Employment generation

The rapid expansion of international tourism has led to significant employment creation. For example, the hotel accommodation sector alone provided around 11.3 million jobs worldwide in 1995. Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis and souvenir sales and indirectly through the supply of goods and services needed by tourism related businesses. According to the WTO, tourism supports some 7% of the world's workers.

d) Stimulation of infrastructure investment

Tourism can induce the local government to make infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport networks, all of which can improve the quality of life for residents as well as facilitate tourism.

e) Contribution to local economies

Tourism can be a significant, even essential part of the local economy. As the environment is a

basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas.

7.4 SUMMARY

Tourism industry has a vital role in the economy of many countries. The negative economic impacts of tourism are leakage and enclave tourism. High infrastructure cost and increase in price are other tourism impacts. But the tourism can contribute to the economy through foreign exchange and employment generation. It is important to utilise the industry in the proper and effective way to attain the sustainable economy.

7.5 CHECK YOUR PROGRESS

1. Explain the negative economic impacts of tourism.
2. Explain the two types of leakage
3. What is the contribution of tourism for the conservation of economy?

7.6 ANSWERS TO CHECK YOUR PROGRESS

1. Refer 8.2
2. Refer 8.2.1
3. Refer 8.3

7.7 SUGGESTED READINGS

1. Eco tourism and development-Ramesh Chawla
2. Tourism and environment- Shashiprabhasharma

UNIT: 8 - SOCIO CULTURAL IMPACTS OF TOURISM

STRUCTURE:

- 8.0 OBJECTIVE
- 8.1 INTRODUCTION
- 8.2 NEGATIVE SOCIO CULTURAL IMPACTS OF TOURISM
- 8.3 CONTRIBUTION OF TOURISM TO THE SOCIO CULTURAL SUSTAINABILITY
- 8.4 SUMMARY
- 8.5 CHECK YOUR PROGRESS
- 8.6 ANSWERS TO CHECK YOUR PROGRESS
- 8.7 SUGGESTED READINGS

8.0 OBJECTIVE

To learn about the socio cultural impacts of tourism and the contribution of tourism to the sustainable socio cultural development

8.1 INTRODUCTION

The socio cultural impacts of tourism described here are the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry. For a variety of reasons, host communities often are the weaker party in interactions with their guests and service providers. Leveraging any influence they might have. These influences are not always apparent, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify.

The impacts arise when tourism brings about changes in value systems and behavior and thereby threatens indigenous identity. furthermore, changes often occur in community structure, family relationships, collective traditional lifestyles, ceremonies and morality. But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs, as often happens when different cultures meet, socio-cultural impacts are ambiguous: the same objectively described impacts are seen as beneficial by some groups, and are perceived as negative -or as having negative aspects-by other stake holders.

8.2 NEGATIVE SOCIO CULTURAL IMPACTS OF TOURISM

1.Change or loss of indigenous identity and values

Tourism can cause change or loss of local identity and values, brought about by several closely related influences.

2.Commodification

Tourism can turn local cultures into commodities when religious rituals ,traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity". Once a destination is sold as a tourism product ,and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur. Sacred sites and objects may not be respected when they are perceived as goods to trade.

3.Standardisation

Destinations risk standardisation in the process of satisfying tourist's desires for familiar facilities. While landscape, accommodation, food and drinketc., 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. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast food restaurants and hotel chains.

4. Loss of authenticity and staged authenticity

Adapting cultural expressions and manifestations to the tastes of tourists or even performing shows as if they were "real life" constitutes "staged authenticity". As long as tourists just want a glimpse of the local atmosphere, a quick glance at local life, without any knowledge or even interest, staging will be inevitable.

5. Adaptation to tourist demands

Tourists want souvenirs, arts, crafts and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customer's tastes. While the interest shown by tourists also contributes to the sense of self-worth the artists, and helps conserve a cultural tradition, cultural erosion may occur due to the commodification of cultural goods.

6. Culture conflicts

Because tourism involves movement of people to different geographical locations, and establishment of social relations between people who otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values and lifestyles, languages, and levels of prosperity.

The result can be an over exploitation of the social carrying capacity (limits of acceptable change in the social system inside or around the destination) and cultural carrying capacity (limits of acceptable change in the culture of the host population) of the local community.

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 growing among local people.

Cultural clashes may further arise through

a) Economic inequality

Many tourists come from societies with different consumption patterns and lifestyles than what is current at the destination, seeking pleasure, spending large amounts of money and sometimes behaving in ways that even they would not accept at home. One effect is that local people that come in contact with these tourists may develop a sort of copying behavior, as they want to live and

behave in the same way. Especially in less developed countries, there is likely to be a growing distinction between the 'haves' and 'have not's' which may increase social and sometimes ethnic tensions. In resorts in destination countries such as Jamaica, Indonesia, Brazil, tourism employees with average yearly salaries of US\$ 1.200 to US\$3000 spend their working hours in close contact with guests whose yearly income is well over US\$ 80000.

b) Irritation due to tourist behavior

Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. When they do, they can bring about irritation and stereotyping. They take a quick snapshot and are gone, and by so acting invade the local peoples' lives. In many Muslim countries, strict standards exist regarding the appearance and behavior of Muslim women, who must carefully cover themselves in public. Tourists in these countries often disregard or are unaware of these standards, ignoring the prevalent dress code, appearing half dressed (by local standards) in revealing shorts, skirts or even bikinis, sunbathing topless at the beach or consuming large quantities of alcohol openly. Besides creating ill-will, this kind of behavior can be an incentive for locals not to respect their own traditions and religion anymore, leading to tensions within the local community.

c) Job level friction

In developing countries especially, many jobs occupied by local people in the tourist industry are at a lower level, such as housemaids, waiters, gardeners and other practical work, while higher paying and more prestigious managerial jobs go to foreigners or urbanized nationals. Due to a lack of professional training, as well as to the destination, people with the know-how needed to perform higher level jobs are often attracted from other countries. This may cause friction and irritation and increases the gap between the cultures.

d) Physical influences causing social stress

The physical influences that the increasing tourism flow and its consequent developments, have on a destination can cause severe social stress as it impacts the local community. Socio cultural disadvantages evolve from:

Resource use conflicts, such as competition between tourism and local populations for the use of prime resources like water and energy because of scarce supply. Stress to local communities can also result from environmental degradation and increased infrastructure costs for the local community- for example, higher taxes to pay for improvements to the water supply sanitation facilities.

e) Cultural deterioration

Damage to cultural resources may arise from vandalism, littering, pilferage and illegal removal

of cultural heritage items. A common problem at archaeological sites in countries such as Egypt, Columbia, Mexico and Peru is that poorly paid guards supplement their income by selling artifacts to tourists, furthermore, degradation of cultural sites may occur when historic sites and buildings are unprotected and the traditionally built environment is replaced or virtually disappears.

f) Conflicts with traditional land uses.

Especially in intensely exploited areas such as costal zones, which are popular for their beaches and islands. Conflicts arise when the choice has to be made between development of the land for tourist facilities or infrastructure and local traditional land use. The indigenous population of such destinations s frequently the loser in the contest for these resources as the economic value which tourism brings often counts for more.

As an example of how local people can suffer from tourism development, in coastal areas construction of shoreline hotels and tourist facilities often cuts off access for the local to traditional fishing ground and even recreational use of the areas.

8.3 CONTRIBUTION OF TOURISM TO THE SOCIO CULTURAL SUSTAINABILITY

Tourism can contribute to positive developments, not just negative impacts. It has the potential to promote social development through employment creation, income redistribution and poverty alleviation. Other potential positive impacts of tourism include:

1.Tourism as a force for peace

Travelling brings people into contact with each other and, as tourism has an educational element, it can foster understanding between people and cultures and provide cultural exchange between hosts and guests. Because of this, the chances increase for people to develop mutual sympathy and understanding and to reduce their prejudices.

2.Strengthening communities

Tourism can add to the vitality of communities in many ways. One example is that events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interest.

The jobs created by tourism can act as a vital incentive to reduce emigration from rural areas. Local people can also increase their influence on tourism development, as well as improve their job and earnings prospects, through tourism related professional training and development of business and organizational skills.

3. Facilities developed for tourism can benefit residents

As tourism supports the creation of community facilities and services that otherwise might not have been developed, it can bring higher living standards to a destination. Benefits can include upgraded infrastructure, health and transport improvements, new sport and recreational facilities, restaurants and public spaces as well as an influx of better quality commodities and food.

4. Revaluation of culture and traditions

Tourism can boost the preservation and transmission of cultural and historical traditions, which often contributes to the conservation and sustainable management of natural resources, the protection of local heritage and a renaissance of indigenous cultures, cultural arts and crafts. The tour operator Travel Waliji's, for example, is complementing conservation efforts not only by providing direct financial assistance, but also by providing indirect support, such as tourism development aid, to a remote mountain destination in the Karakorum region of South Asia. The aid has helped revive local music and traditional activities like sword dancing.

5. Tourism encourages civic involvement and pride

Tourism also helps raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interests in its conservation. More broadly, the involvement of local communities in tourism development and operation appears to be an important condition for the conservation and sustainable use of biodiversity.

8.4 SUMMARY

These are some positive consequences of tourism that can arise only when tourism is practiced and developed in a sustainable and appropriate way. Involving the local population is essential. A community involved in planning and implementation of tourism has a more positive attitude, is more supportive and has a better chance to make a profit from tourism than a population passively ruled or overrun by tourism. One of the core elements of sustainable tourism development is community development, which is a process and a capacity to make decisions that consider the long term economy, ecology and equity of all communities.

8.5 CHECK YOUR PROGRESS

1. Explain the cultural conflict
2. Which are the negative socio cultural impacts of tourism?
3. What is the contribution of tourism to the socio cultural sustainability?

8.6 ANSWERS TO CHECK YOUR PROGRESS

1. Refer 8.3
2. Refer 8.3
3. Refer 8.4

8.7 SUGGESTED READINGS

1. Ecotourism and development-Ramesh Chawla
2. Tourism and environment-Shashiprabha Sharma

BLOCK-3: TOURISM IMPACTS AND SUSTAINABLE DEVELOPMENT

UNIT - 9: WILD LIFE AND SUSTAINABLE TOURISM DEVELOPMENT

STRUCTURE:

- 9.0 OBJECTIVES**
- 9.1 INTRODUCTION**
- 9.2 IMPACTS OF WILDLIFE TOURISM -POSITIVE IMPACTS OF WILD LIFE TOURISM -NEGATIVE IMPACTS OF WILD LIFE TOURISM**
- 9.3 SUSTAINABILITY AND WILDLIFE TOURISM**
- 9.4 SUMMARY**
- 9.5 CHECK YOUR PROGRESS**
- 9.6 ANSWER KEY**
- 9.7 REFERENCES**

9.0 OBJECTIVES

The main objective of this unit is to understand the dynamics of wild life tourism and to learn ways to make wild life tourism a sustainable one. After reading this unit you should be able to,

- Understand the positive impacts of wild life tourism
- Discuss negative impacts of wild life tourism
- Explain how negative impacts can be minimized
- Discuss about sustainable wild life tourism

9.1 INTRODUCTION

Wildlife tourism is a specialised, yet supremely important, aspect of the tourism phenomenon. Wildlife Tourism , as a sub-set of nature-based tourism can be defined as tourism based on interactions with wildlife, whether in its natural environment or in captivity

As tourism continues to grow and expand, it is inevitable that pressures on the environment and wildlife will increase. Without proper and effective management and protection, these pressures will destroy the very things that people value, and which are the key assets for tourism. These dangers arise because animal populations cannot cope, indefinitely, with increasing visitor numbers. If tourists are to enjoy high-quality wildlife watching without threatening the survival of the animals they watch or their habitats, wildlife watching practices need to be controlled and properly managed. This means setting firm limits (established through impact assessments) on the tourist numbers, on tourism development, and on how wildlife watching is conducted. This is done to minimize the disturbance tourism causes to wildlife. Achieving this while also ensuring the long-term sustainability and viability of the industry will require concerted action by both governments and the tourism industry.

Tourism development can have positive and/or negative impacts on wildlife. However, if tourism is developed in accordance with the basic tenets of wildlife tourism such an activity can be sustainable and can aid the conservation of species. Wildlife tourism experiences provide opportunities to observe and interact with animals that may be endangered, threatened or rare, and are being offered in an increasing number of destinations world-wide. This type of tourism occurs in a range of settings including sites where animals are captive (e.g., zoos, aquariums and wildlife centres), or natural habitats where animals are non-captive (e.g., ecotourism experiences, national parks). Reducing negative impacts through the implementation of appropriate policies, planning and management strategies is essential to the development of a sustainable wildlife tourism.

Potential benefits of tourism in protected areas. produces benefits and costs. These effects interact often in complex ways. It is the responsibility of the protected area planner to maximise benefits while minimising costs. The goal of sustainable development is now widely accepted and adopted by governments and business sectors, and is commonly defined as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and Development 1987). Sustainability has been adopted as the dominant paradigm for the tourism industry, and is widely interpreted as 'tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes. It thus requires simultaneous consideration of impacts of tourism on the natural environment, host (human) communities, the tourism industry and tourists. Thus contemporary tourism planning seeks to develop sustainable tourism destinations. Achieving sustainability also requires that wildlife tourism development is integrated into national, regional and local strategic planning frameworks.

9.2 IMPACTS OF WILD LIFE TOURISM

Wildlife tourism can have major impacts (negative or positive) on wildlife and their Habitats.

As wildlife tourism in protected areas produces benefits and costs. These effects interact often in complex ways. It is the responsibility of the protected area planner to maximise benefits while minimising costs. In order to make wildlife tourism sustainable it is important to adopt principles of sustainability. The goal of sustainable development is now widely accepted and adopted by governments and business sectors, and is commonly defined as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and Development 1987). Sustainability has been adopted as the dominant paradigm for the tourism industry, and is widely interpreted as 'tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes. It thus requires simultaneous consideration of impacts of tourism on the natural environment, host (human) communities, the tourism industry and tourists. Thus contemporary tourism planning seeks to develop sustainable tourism destinations. Achieving sustainability also requires that wildlife tourism development is integrated into national, regional and local strategic planning

frameworks.

Some of the impacts of wildlife tourism are as follows,

POSITIVE IMPACTS OF WILD LIFE TOURISM

1.Economic impact:

The benefits from wildlife tourism can be both tangible and intangible. The economic benefits from nature-based tourism, in general, are considerable. It creates employment and supports secondary commercial industry.

Tourism can increase jobs and income in a local area or region. It is often regarded as a source of foreign exchange, particularly since protected areas tend to attract international tourists. Governments often use tourism for economic development because it is relatively inexpensive to create a tourism job compared to one in manufacturing. To gain such economic benefits, two conditions must be met:

- (1) there must be products and services for tourists to spend money on, and
- (2) it is necessary to minimise the amount that leaks out of the local area. "Leakage" can be a serious problem. Tourism income from popular protected areas can be used to help finance others that cannot attract so many tourists, or where large numbers would be inappropriate

Guidelines for capturing economic benefits are:

- Increase the number of visitors: Increasing visitation is risky unless the financial benefits from the visitors exceed their costs. It may increase other impacts, some negatively.
- Increase the length of stay: Increased length of stay provides more opportunity to sell local products and services
- Attract richer market niches: Different marketing tactics may bring in consumers with strong abilities to spend. Increase purchases per visitor: Offering more locally-made goods for sale, available directly and indirectly to the visitor, helps increase visitor expenditure and local incomes.
- Provide lodging: The costs of overnight accommodation are relatively large and are paid for locally. Local lodging also increases expenditures on meals, and local goods and services. Provide guides or other services: Since much tourist activity in protected areas is information intensive, there are usually good opportunities for guide services.
- Host events: Artwork, crafts and festivals based on local culture can increase local economic

impact.

- Purchase local food and drink: When visitors, park staff and tourism employees consume locally grown food and drink, they provide important income to local farmers. Some leakage of expenditure to sources outside the local area is unavoidable, simply because not all food, supplies and services are produced locally. Whatever the strategy employed, it is important that local communities are involved in planning for the economic impacts and how they should be measured. Sustainable Tourism in Protected Areas
- Wildlife tourism can contribute to rural economies. Because wildlife is often most abundant far from major urban development, it has been argued that wildlife tourism can provide a much needed boost to depressed economies in rural areas

2. Conservation value

Wildlife-based tourism activities also promote conservation values. The ways in which wildlife tourism is potentially associated with conservation benefits can be classified into one (or more) of a number of categories:

- Direct wildlife management, and supporting research - considered here to be deliberate manipulations of wild animals or their habitats to achieve conservation goals, by tourism operators or by their clients as part of tourism activities;
- Use of income derived from wildlife tourism to fund conservation initiatives. This income can be used to fund the operator's own wildlife management efforts, or can be donated to other organisations who carry out such initiatives;
- Provision of socio-economic incentives for conservation - operators engaging in wildlife tourism, or communities receiving economic or social benefits from wildlife tourism, have an incentive to act in a way that supports the conservation of the wildlife resource on which those benefits are based;
- Education of visitors such that they act to support or enhance conservation. This may be through enhanced political support or pressure for conservation by visitors, through influencing their behaviour towards wildlife, or through prompting them to make voluntary donations to conservation.

3. Enhancing quality of life in the host community

The host community is a fundamental component of any tourism system. It is one of the three major components (the tourist, the resource, the host) of wildlife tourism. Wildlife tourism activities

have many impacts on a host community; therefore, any increase in wildlife tourism as a recreational pursuit will inevitably be accompanied by a growth in numbers of local people affected by tourism. It is postulated that wildlife tourism will only be sustainable where there are benefits for the host community. The host population's acceptance of wildlife tourism is likely to vary depending on the way in which the host community interacts with the tourist and wildlife. Wildlife tourism can,

- Promotes aesthetic, spiritual, and other values related to well-being
- Supports environmental education for visitors and locals
- Establishes attractive environments for destinations, for residents as much as visitors, which may support other compatible new activities, from fishing to service or product-based industries
- Improves intercultural understanding
- Encourages the development of culture, crafts and the arts
- Increases the education level of local people
- Encourages people to learn the languages and cultures of foreign tourists
- Encourages local people to value their local culture and environments

4. Protecting natural and cultural Heritage

- Protects ecological processes and watersheds
- Conserves biodiversity (including genes, species and ecosystems)
- Protects, conserves and values cultural and built heritage resources
- Creates economic value and protects resources which otherwise have no perceived value to residents, or represent a cost rather than a benefit
- Transmits conservation values, through education and interpretation
- Helps to communicate and interpret the values of natural and built heritage and of cultural inheritance to visitors and residents of visited areas, thus building a new generation of responsible consumers
- Supports research and development of good environmental practices and management systems to influence the operation of travel and tourism businesses, as well as visitor behaviour at destinations
- Improves local facilities, transportation and communications

- Helps develop self-financing mechanisms for protected area operations

NEGATIVE EFFECTS OF WILDLIFE TOURISM ON WILDLIFE

Tourism is increasingly being seen as a threat to wildlife and ecosystem. Although it is often assumed that wildlife tourism is environmentally friendly because wildlife tourists tend to empathize with conservation and animal welfare issues, even conservationists and animal-lovers can cause unwitting damage. Wildlife tourism can result in a range of negative effects. These vary from short-term changes in physiology or behaviour of individual animals through to long-term effects such as increased mortality or reduced breeding success of entire populations. Kinds of stimuli that can affect wildlife Wildlife tourism and associated developments (eco-lodges, roads etc) can expose animals to a range of stimuli, many of which will be novel to the wildlife.

Characteristics of these stimuli will influence the responses of wildlife, and therefore the overall effects of wildlife tourism. The very presence of humans is a stimulus that affects different animals in different ways. When an animal becomes aware of human presence, its response may range from avoidance (flee, hide or defend), through casual acceptance (which may be habituation - a learned response after frequent, non-threatening exposure), to attraction (often in expectation of food).

Wildlife tourism can expose animals to frequencies and intensities of sound not normally encountered in their natural environment. Even sounds that may go unnoticed by humans can have significant effects on wildlife

1. Impacts on the short-term physiology and behaviour of individual Animals :

The responses of wildlife to external stimuli, such as approaches by tourists, are often first expressed in the physiological state of the animal. Even if a disturbed animal does not flee, or show other behavioural signs of disturbance, it may experience increased heart rate, body temperature or other endocrine responses to human presence. Relationships have been identified between prolonged stress responses and subsequent weight loss, reduced breeding success and increased vulnerability to disease

2. Impacts on key behaviours:

They include foraging activity, parental behaviours, such as incubating eggs or provisioning and defending offspring, and the movement or migratory patterns of wildlife. Effects described in this section do not cause immediate death of the target animal, but can do so indirectly (for instance interference with foraging activity may weaken animals, leaving them more susceptible to disease or predation). They may also cause death of the animal's offspring.

3. Impacts involving direct killing or injuring of animals:

Wildlife tourism can lead to increased death or injury of animals with varying effects on populations. Here we discuss both deliberate killing (hunting, fishing, souvenir collection, elimination of problem animals) and accidental events (vehicle collisions, spread of disease). Uncontrolled hunting can cause population decline and local extinction of wildlife, especially for species inhabiting fragmented landscapes. It is often stated that visitors, as part of their wildlife or nature-based tourism experience, can be educated to increase their conservation awareness and to behave in ways which have positive consequences for wildlife and/or their habitats.

Education of wildlife tourists can result in changes in attitudes and/or increased knowledge that in turn may promote:

- more responsible behaviour towards wildlife and the natural environment, both in terms of minimising negative effects in the area where tourism occurs and more broadly
- subsequent involvement in wildlife conservation or research
- increased donations of money towards conservation
- increased political pressure on governments to achieve conservation objectives and/or -
- more satisfied customers and therefore more successful businesses

4. Negative impacts of human use on the environment

- Trail creation (and deterioration)
- Camp-sites (and deterioration)
- Litter
- Crowding
- Tracks and recreation vehicles
- Human waste problems
- Wildlife disturbance, habituation, or impact
- User conflicts
- Water pollution (physical or biological)
- Overdevelopment
- Weeds, fungi and exotic species

- Solid and human waste
- Cultural vandalism
- Boats damaging banks
- Habitat loss
- Emissions and air pollution
- Firewood collection
- Visual and noise impacts
- Overfishing, undersized fishing
- Impacts on vegetation
- Damage to sand dunes/reefs
- Soil compaction or erosion
- Increased fire risk
- Damage to archaeological sites
- Trampling (human or horse)
- Changed water courses
- Taking souvenirs (flora, fauna, etc)

9.3 SUSTAINABILITY AND TOURISM

Sustainability should be a goal for all wildlife tourism ventures , and the role of the host community must be acknowledged in this because such sustainability is dependent, at least in part, on support from the hosts. 'For tourism to survive. It needs support from the area's residents' and, for tourism to avoid causing its own destruction, sustainable tourism must be embraced as a valued concept by all stakeholders. Ensuring a wildlife-tourism attraction is sustainable, from the perspective of the host community, requires an understanding of the interplay of elements affecting both the perception of, and support for, that tourism For example, hosts interact with the wildlife tourist and the wildlife resource in varying ways, and this interaction can have implications for the sustainability and long-term viability of the wildlife tourism. Sustainable wildlife tourism requires an understanding of visitors so that programs can be designed to influence visitor behaviour and to support the enhancement of the quality of the experience for visitors thus supporting the financial viability of wildlife tourism operations.

Reducing negative impacts through the implementation of appropriate policies, planning and management strategies is essential to the development of a sustainable wildlife tourism industry. Methods of managing these and other negative effects on wildlife caused by wildlife tourism include restricting the number of tours allowed, education and finally licensing, and thereby controlling, the activities of tour groups.

The most popular example of restricting the number of tours allowed is that of the Galapagos Islands in Ecuador, which were protected in 1934. In the Galapagos Islands parts of the islands are designated as 'Intensive Visitor Zones', where a maximum of ninety people are allowed simultaneously on shore. The 'Extensive Visitor Zones' are open to groups of less than twelve individuals.

Education of operators and tourists about appropriate behaviour to adopt in the presence of wildlife is another method of managing the negative impacts of wildlife tourism on the animals involved. A code of conduct can be distributed to tour operators and publicly displayed in the local area. Tourist education can develop a demand-lead requirement for responsible tour groups.

Licensing of tour companies is a method of minimising the impact of wildlife tourism. Licensing is often dependent on compliance with particular regulations, such as minimum approach distances. Many whale watching regulations specify a minimum approach distance of 100m.

The choice of type of management depends on the nature of the target species and the severity of the impacts on them. An analysis of the impacts of the specific wildlife tourism would be required before a management method was selected.

As well as managing the needs of the wildlife by minimising wildlife tourism's impact on them, tourism managers, of course, need to consider the needs of the tourists. Tourists want a wildlife watching experience that is both enjoyable and informative. The skills and knowledge of tour operators add to the experience of wildlife tourists and so should be maximised.

In order to ensure that wild life tourism is sustainable the following points should be considered:

1. Minimal impact practices

In order to ensure that wild life populations persist and that animals can continue to be approached for viewing wildlife tourism operators generally need to adhere to certain minimal impact practices. The aim of these practices is to ensure that the wildlife do not experience increased mortality, reduced reproductive success, emigration from the area due to tourism activities.

2. Ensuring visitor satisfaction

For any product, the key to visitor satisfaction is whether the customer perceives that they

have had a quality experience - by whatever means they assess that quality. It is important to design the experience so that a perception of quality is maintained even if a certain unreliable element of the experience is missing - as may often be the case in some forms of wildlife tourism.

3. Effective interpretation

Effective interpretation is vital to sustainable wildlife tourism because it can lead to an increase in customer satisfaction, maintain or even enhance satisfaction when minimal impact practices are used, lead to enhanced support for conservation of the wildlife that is being viewed.

4. The role of government in sustainable wild life tourism

Governments formulate the policy framework and regulations covering tourism development and wildlife conservation. That framework and associated instruments for tourism development and wildlife conservation include:

- Laws and regulations defining standards for tourism facilities,
- Access to wildlife resource and land use regulations and zoning;
- Establishment of national parks, reserves and other protected areas; and
- Allocation of tax revenues for protecting biodiversity-based tourism attractions.

9.4 SUMMARY

Wildlife tourism is increasingly becoming a popular recreational pursuit, which raises major concerns because of its impact on wild species and their habitats. One of the main arguments for the continuing development of wildlife tourism attractions is that they help to secure long-term conservation of wildlife and wildlife habitats. If carefully designed, managed and delivered, wildlife tourism has the potential to influence the conservation knowledge, attitudes and behaviour of tourists and other visitors. There is evidence that in some settings, however, visitation leaves imprints that can have cumulative and substantial negative impacts on wildlife and their habitats. These impacts include injury, stress or death of animals; disruption to foraging, nesting or breeding behaviour; habituation to humans; destruction or alteration of animals' habitat; and changes to animal feeding patterns through deliberate or unintentional provision of food

While practical application of the concept of sustainability is problematic the broad concept is helpful in guiding policy and Planning for wild life tourism. Many wildlife tourism operators and a growing number of industry organisations consider long-term economic sustainability, high quality experiences and even ecological sustainability to be primary goals in wild life tourism. Wildlife watching can only be sustainable if it contributes to the conservation and survival of the watched

species and their habitats, provides benefits for local communities and community development, offers good quality tourism in line with market expectations, and is commercially viable. The requirements that are needed to attain long-term sustainability of wildlife watching includes interaction, long-term survival of population and habitats, improvement to livelihoods of local people, plans put in place for sustainably managing wildlife watching tourism, conservation and community development based on set limits of acceptable change, and management that is flexible enough to respond to changing circumstances.

9.5 CHECK YOUR PROGRESS

1. Discuss the positive impacts of wild life tourism
2. Discuss the negative impacts of wild life tourism
3. Explain how wildlife tourism can be made sustainable
4. Discuss the impacts of wild life tourism on host community
5. What is the role of government in sustainable wildlife tourism

9.6 ANSWER KEY

1. Refer section 9.2
2. Refer section 9.2
3. Refer section 9.3
4. Refer section 9.2
5. Refer section 9.3

9.7 REFERENCES

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3. Wildlife production - conservation and sustainable development - Lyle A Renecker

UNIT - 10: WILDLIFE SANCTUARIES IN INDIA

STRUCTURE:

- 10.0 OBJECTIVES**
- 10.1 INTRODUCTION**
- 10.2 POPULAR WILDLIFE SANCTUARIES/NATIONAL PARKS OF INDIA**
- 10.3 SUMMARY**
- 10.4 CHECK YOUR PROGRESS**
- 10.5 ANSWER KEY**
- 10.6 REFERENCES**

10.0 OBJECTIVES

After reading this unit you should be able to,

- Discuss the importance of wildlife sanctuaries
- Know the various wildlife sanctuaries and national parks located in different parts of India
- Understand the distinct flora and fauna found in different wildlife sanctuaries of India

10.1 INTRODUCTION

Wildlife resources constitute a vital link in the survival of the human species and have been a subject of much fascination, interest, and research all over the world. Today, when wildlife habitats are under severe pressure and a large number of species of wild fauna have become endangered, the effective conservation of wild animals is of great significance. India is an exciting place to be for wildlife enthusiasts and nature lovers from around the world. India is one of the 17 mega diverse countries of the world. With only 2.4% of the world's land area, 16.7% of the world's human population and 18% livestock, it contributes about 8% of the known global biodiversity. India is home to world's largest wild tigers population and has got unique assemblage of globally important endangered species like Asiatic lion, Asian Elephant, One horned Rhinoceros, Gangetic River Dolphin, Snow Leopard, Kashmir Stag, Dugong, Gharial, Great Indian Bustard, Lion Tailed Macaque etc.

There are 103 existing national parks in India covering an area of 40,075 km², which is 1.23% of the geographical area of the country (National Wildlife Database, April, 2015).

There are 528 existing wildlife sanctuaries in India covering an area of 117,230.6 km², which is 3.57% of the geographical area of the country (National Wildlife Database, Feb, 2015).

10.2 POPULAR WILDLIFE SANCTUARIES/NATIONAL PARKS OF INDIA

CORBETT NATIONAL PARK

Corbett National Park is the first wildlife reserve of India. It extends over an area of more than 500 sq km. Corbett national park was established in 1936, as the Hailey National Park. In 1955-56 it has changed to Ramganga National Park and finally Jim Corbett National Park.

Corbett national park was set up in the year 1936 as India's first national park. This park spans across some 920.9 square km at an altitude of 600 to 1100 metres about the foothills of the western Himalayas in the districts of Nainital and Pauri Garhwal in the state of Uttarakhand .

Initially the park measured merely 323.75 square kilometers, but to accommodate wild animals like Tigers and Elephants, it was expanded to its present area of 520 square kilometers (core area) in 1966. The year 1973 was a landmark in the field of wildlife preservation. It was in this year that

wildlife preservationist and naturalists from around the world launched PROJECT TIGER. The Jim Corbett National Park has the distinction of having been chosen as the venue for the inauguration of this project.

Flora

Corbett National Park is rich in vegetation, with different kinds of trees and shrubs. The lower reaches of the Park, where the land is flat compared to the upper reaches, consists of tall and slender sal (*Shorea robusta*) trees. Shisham (*Dalbergia sissoo*) and khair (*Acacia katechu*) trees are found in the middle reaches, while the upper reaches of the mountains are full of bakli (*Anogeissus latifolia*), chir (*Pinus roxburghii*), gurail (*Bauhinia racemosa*) and bamboo trees. The Park is dotted with lantana shrubs, a species that is a great cause for concern. Imported years ago from America, the lantana shrub ensures that nothing else grows near it. In the Park are 110 species of trees, 51 species of shrubs, and over 33 species of bamboo and grass that are mostly found in chowds, or meadows.

Fauna

Corbett National Park has more than 50 species of mammals, 585 species of birds and 25 species of reptiles, but the Park is known for its elephants and leopards, not its tigers. Many kinds of deer, namely chital (spotted deer), sambar (Indian stag), chinkara (Indian gazelle), pada (hog deer) and muntjac (barking deer) abound in the Park. Tiger sighting is rare. Elephant herds comprising tuskers, females and calves are commonly seen. Leopard sighting is even rarer than that of the tiger, and these spotted cats confine themselves to the higher reaches of the Park. Other feline species found in the Park are leopard cats, jungle cats, the rare fishing cat, and caracal, to name a few. Sloth bears, wild boars, monkeys, dholes (wild dogs), jackals and ghorals (mountain goats) also inhabit the Park.

The aquatic reptile population in the Park consists of mugger (*Crocodylus palustris*) and gharial (*Gavialis gangeticus*) crocodiles, while Indian rock pythons, Russell's vipers, cobras, king cobras and common kraits are some of the snakes found in the Park. Bird life includes parakeets, flycatchers, babblers, cuckoos, robins, bulbuls, Indian and Great Pied hornbills, warblers and finches, to name a few.

Safaris

This park is also known for elephant safari. Safari provides visitors an unusual experience as they can watch the wild animals in its natural habitat. Elephant safaris can be arranged in Dhikala and Bijrani. Jeep safaris are available from outside the Park as well as from Dhikala.

SUNDERBANS NATIONAL PARK

Sunderbans national park is located in the state of West Bengal. The Sunderbans are a part of the world's largest delta formed by the rivers Ganges, Brahmaputra and Meghna. Sundarban is a vast area covering 4262 square kms in India alone, with a larger portion in Bangladesh. 2585 sq. kms of the Indian Sundarban forms the largest Tiger Reserve and National Park in India.

This protected forest area in West Bengal was declared a National Park in 1984. The total area of the Indian part of the Sundarban forest, lying within the latitude between 21°13'-22°40' North and longitude 88°05'-89°06' East, is about 4,262 sq km, of which 2,125 sq km is occupied by mangrove forest across 56 islands and the balance is under water.

The Sundarbans Wildlife Sanctuary is the world's largest estuarine sanctuary. The Sundarbans is not only a National Park but also a tiger reserve, a World Heritage site and a Biosphere reserve. The name Sundarban has been derived from the Sundari trees that are found in abundance in the Sundarbans National Park. Sundarbans is home to the Royal Bengal tigers along with a sizeable population of spotted deer, wild pigs, monkeys, kingfishers, herons and eagles. The Sundarbans is also known for the Ridley Sea Turtles.

The park is surrounded by a buffer zone of 885 square kilometers. This also mainly consists of mangrove forests. The core area of the park has its own natural boundaries with the river Matla on its West, the river Haribhanga on its East, with Netidhopani and Gosba in the North.

Flora:

The Sundarbans National Park has a wide variety of plant life too. Inside the Sundarbans there are mangrove scrub, salt water mixed forest, littoral forest, brackish water forest and swamp forest. The large floral population in Sundarbans includes trees like Dhundal, Genwa, Garjan, Passur and Kankara. Besides the above-mentioned trees, the tall and wide Goran trees cover a large part of the Sundarbans. It is interesting to note that twenty-six of the fifty broad mangrove types found in the world thrive in the Sunderbans National Park.

Fauna:

The Sundarbans National Park is home to a large number of Royal Bengal tigers and also abounds in olive Ridley turtles, salt water crocodiles, Gangetic dolphins, spotted deer, fishing cats, wild boars, monitor lizards, otters, rhesus macaques, snakes, lobsters, numerous varieties of fishes, shrimps, crabs, worms and a host of avian life such as kingfishers, herons, woodpeckers, storks, Brahmin ducks, ibises, arghilahs, water fowl, egrets etc.

MANAS WILDLIFE SANCTUARY

It is located in Assam at the foothills of Himalayas. Manas was declared as a Wildlife Sanctuary in October, 1928. In 1985, the Manas Wildlife Sanctuary was inscribed as World Heritage Site.

In 1989, Manas acquired the status of a Biosphere reserve. It extends over an area of 2837 Sq. Km from Sankosh river in the west to Dhansiri river in the east, with a core area of 500 Sq. Km. The average elevation of the area is 85 m above mean sea level. It was elevated to the position of a National Park on September 7, 1990. The river Manas flows into the national Park from the gorges of Bhutan and split into two major streams. Manas is known for its Project Tigers, Rhinos & Elephants, and is Assam's one of the two Tiger projects. The sanctuary is a home to a plethora of rare and endangered species of animals like Tiger, Asian elephants, Golden Cat, Leopards, Clouded Leopard, Slow Loris and Chital etc.

Fauna:

The core area of Manas National Park is 360-km. Manas is a very special biosphere, for it harbors 20 species of birds and animals that are highly endangered, prominent among those are the attractive Red Pandas, which are occasionally seen in the higher elevation. Hispid Hare, Pigmy Hog and Golden Langur are some of the rare species of animals found in the park apart from Tigers, Elephants, Rhinoceros, Wild Buffalo, Wild Boar, Sambhar, Swamp Deer, and Hog Deer, which are easily spotted.

Migratory Birds : During the winter season Manas is full of migratory birds like the Riverchats, Forktails, Cormorants and Ducks like the Ruddy Shell-Duck. Other woodland birds like the Indian Hornbill and Pied Hornbill are also found. Butterflies and reptiles are also seen in plenty in Manas. In the river water, one can enjoy boating and fishing. Coloured pebbles of the Manas River are an added attraction to the visitors.

Safaris

Rides inside the park are available on boats and elephants. Elephant rides are the best way to spot wild animals as they are able to penetrate deeper into the jungles. The ride begins from Mothaguri and continues for about 3 hours. Boat rides are a good way to spot animals and birds which come to the river to quench their thirst.

KAZIRANGA NATIONAL PARK

Kaziranga national park is known for the largest population of the Indian one-horned Rhinoceros and Tigers in the world. It is located in Assam. Kaziranga national park was originally established as a reserve forest in 1908. It was declared a sanctuary in 1916 to counter extensive poaching of

the rhinoceros. In 1974, the Indian Government declared the present area as a national park. Then, in 2006, it was declared a tiger reserve under the Central Government's Project Tiger scheme.

The forests are spread across an area of 430 Square kilometers and are home to species like Tigers, Rhinoceros, Elephant, and the Asian water buffalo, Swamp Deer, Monitor Lizard and Spectacled Cobra etc. Kaziranga contains significant breeding populations of 35 mammalian species, of which 15 are threatened as per the IUCN Red List (International Union for Conservation of Nature). Kaziranga is one of the few wild breeding areas outside Africa for multiple species of large cats, such as Indian Tigers and Leopards.

The Park is the abode to more than 70% of One Horned Rhinoceros in the world. It also Harbours more than 60% of India's wild buffalo population along with the only population of the Eastern Swamp deer and seven species of turtles and tortoises.

The park also has a sizeable population of birds. Kaziranga has been identified by Birdlife International as an Important Bird Area. It is home to a variety of migratory birds, water birds, predators, scavengers, and game birds. It is home to 25 Globally Threatened and 21 near threatened species of birds. Huge flocks of pelicans and rose-ringed parakeets besides crested serpent eagles, grey-headed fishing eagles, red jungle fowl, Bengal floricans, bar-headed geese and whistling teals can be seen in this park. Two of the largest snakes in the world, the Reticulated Python and Rock Python, as well as the longest venomous snake in the world, the King Cobra, inhabit the park. Other snakes found here include the Indian Cobra, Monocled Cobra, Russell's Viper, and the Common Krait. Monitor lizard species found in the park include the Bengal monitor and the Water Monitor. Other reptiles include fifteen species of turtle, such as the endemic Assam Roofed Turtle and one species of tortoise, the Brown Tortoise. 42 species of fish are found in the area, including the Tetraodon.

Kaziranga is the most important and significant natural habitat for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science and Biodiversity Conservation with Rhino as the flagship species. These values and criteria made Kaziranga National Park to get inscribed on the World Heritage List of Convention concerning the protection of the world cultural and natural heritage in the year 1985.

Safari in kaziranga

Jeep Safari is permitted on pre-defined tourist circuits within the Kaziranga National Park. No private vehicles are permitted inside the Park. The tourists need to hire authorized Jeep Safari Maruti Gypsy vehicles from the Jeep Safari Associations at Kohora and Bagori. All such vehicles entering the park must have valid registration with the Park authorities. Jeep Safari is a regulated

activity, and vehicles are permitted only from 7.00 AM to 4.00 PM (or dusk) within the Park. Other than at the identified landing points (which are typically not more than one or two in each of the tourist circuits), no landing is allowed anywhere along the circuit. Every Jeep Safari vehicle or a convoy of them together are provided armed escorts. No unescorted vehicle is allowed inside the Park.

Elephant Safari is also available only in the early Morning session. The safari is typically for an hour only.

RANTHAMBORE NATIONAL PARK

Ranthambore National Park is located in Rajasthan and lies between the confluence of the Banas and the Chambal River. It lies on the junction of Aravali and Vindhya just 14 Kms from Sawai Madhopur in Eastern Rajasthan. It is Considered to be one of the best spots to view the Bengal Tiger, The protected forests are also famous for their large banyan trees and also enshrines a Medieval fort. Tiger, Hyena, Sloth Bear and Chital etc. are some of the rare species found here.

Fauna:

Tigers, Leopards, Striped Hyenas, Sambar deer, Chital, Nilgai, Common or Hanuman langurs, Macaques, Jackals, Jungle cats, Caracals, Sloth bears, Black bucks, Rufoustailed Hare, Indian Wild Boar, Chinkara, Common Palm Civets or Toddy cat, Common Yellow Bats, Desert Cats, Fivestriped Palm Squirrels, Indian False Vampires, Indian Flying Foxes, Indian Foxes, Indian Gerbilles, Indian Mole Rats, Indian Porcupines, Longeared Hedg Tigers, Leopards, Striped Hyenas, Sambar deer, Chital, Nilgai, Common or Hanuman langurs, Macaques, Jackals, Jungle cats, Caracals, Sloth bears, Black bucks, Rufoustailed Hare, Indian Wild Boar, Chinkara, Common Palm Civets or Toddy cat, Common Yellow Bats, Desert Cats, Fivestriped Palm Squirrels, Indian False Vampires, Indian Flying Foxes, Indian Foxes, Indian Gerbilles, Indian Mole Rats, Indian Porcupines, Longeared Hedgehogs, Ratels, Small Indian Mongoose, Small Indian Civets and Common mongoose.

The amphibian species only consist of the Common India Toad and the Common Frog. The park is most famous for its diurnal tigers. The park also has a large number of marsh crocs Reptiles: Snub Nosed Marsh Crocodiles, Desert Monitor Lizards, Tortoise, Banded Kraits, Cobras, Common Kraits, Ganga Soft Shelled Turtles, Indian Pythons, North Indian Flap Shelled Turtles, Rat Snakes, Russel's Vipers, Saw-scaled Vipers and the Indian Chamaeleon. hogs, Ratels, Small Indian Mongoose, Small Indian Civets and Common mongoose. The amphibian species only consist of the Common India Toad and the Common Frog. The park is most famous for it's diurnal tigers. The park also has a large number of marsh crocs Reptiles: Snub Nosed Marsh Crocodiles, Desert Monitor Lizards, Tortoise, Banded Kraits, Cobras, Common Kraits, Ganga Soft Shelled Turtles,

Indian Pythons, North Indian Flap Shelled Turtles, Rat Snakes, Russel's Vipers, Saw-scaled Vipers and the Indian Chamaeleon

Ranthambore, due to its varied terrain and abundance of water bodies, has an excellent population of birds, resident and migrant. In total, a list of 272 species have been documented . The most important birds in Ranthambore include's Graylag Goose, Woodpeckers, Indian Gray Hornbills, Common Kingfishers, Bee Eaters, Cuckoos, Parakeets, Asian Palm Swift, Owl, Nightjars, Pigeon, Dove, Crakes, Snipes, Sandpipers, Gulls, Terns, Great Crested Grebe, Eagles, Darters, Cormorants, Egrets, Herons, Bitterns, Flamingos, Ibis, Pelicans, Storks, Pittas, Shrikes, Treepies, Crows, Orioles, Cuckoo-Shrikes, Minivets, Drongos, Flycatchers, Ioras, Wood Shrikes, Pipits, Bayas, Sparrows, Finches, Wagtails, Munias, Bulbul, Mynas, Falcons etc. - See more at: [http:// www.ranthamborenationalpark.com/birds.html#sthash.6jAt3IGi.dpuf](http://www.ranthamborenationalpark.com/birds.html#sthash.6jAt3IGi.dpuf)

KEOLADEO BIRD SANCTUARY / BHARATPUR NATIONAL PARK

Keoladeo National Park is situated in Bharatpur district of Rajasthan. It is also known as Bharatpur Bird Sanctuary. Keoladeo Ghana Bird Sanctuary (or Bharatpur National Park) was created around 250 years ago and was named after a Shiva temple located within the forest by the Rajput King Maharaja Suraj Mal.

The park lies between two of India's tourism centres - Agra and Jaipur - about 190 km from Delhi. Keoladeo Ghana Bird Sanctuary was announced as a bird sanctuary in 1971 and is famous for housing over 370 species of birds. It houses resident and migrant species of birds, including the Common, Demoiselle and the rare Siberian Cranes. The Keoladeo Ghana National Park is also an excellent place to spot mammals like Golden Jackal, Jungle Cat, Striped Hyaena, Sambar, Fishing Cat, Nilgai, Blackbuck and wild Boar. In 1981, Keoladeo Ghana bird sanctuary was given the status of National Park. In 1985, the Park was declared a World Heritage Site under the world Heritage Convention.

The main attractions for tourists visiting the Keoladeo Ghana Park are the migratory birds, which come from as far away as Siberia and Central Asia to spend their winters in Bharatpur, before returning back to their breeding grounds. Some of the migratory birds that visit Keoladeo / Bharatpur bird sanctuary include several species of Cranes, Hawks, Pelicans, Geese, Shanks, Ducks, Eagles, Warblers, Stints, Wagtails, Buntings, Wheatears, Flycatchers, Larks, Pipits etc. Besides the migratory and resident birds, other tourist attractions in Keoladeo Ghana bird sanctuary include the Bharatpur government Museum, Lohagarh Fort and Deeg Palace. the park has spread on an area of 29 sq.km.

Bharatpur and surrounding areas including the sanctuary was believed to be part of Braj Bhoomi, which is closely associated with Lord Krishna. Mathura, birthplace of Krishna, is 40 km away, while Vrindavan is mere 15 km away.

SASAN GIR NATIONAL PARK

Sasan Gir National Park is located in Gujarat and is famous for its thriving population of the Asiatic Lion. Due to its diverse eco system and geography, Gir Forest National Park is home to a large variety of species of flora and fauna. The rare species of animals found here are Asiatic Lions, Leopards, Sloth Bears, Jungle Cats, Spectacled Cobra and several rare species of birds are also found here.

Formerly the hunting reserve of the Nawabs of Junagadh, Gir Forest is the largest compact tract of dry deciduous forest in Gujarat and the only abode of the Asiatic Lion in the world. Protection was first given in 1900, when lion numbers were down to a mere 12 individuals.

The Government of Gujarat has declared an area of 1412.1 sq km as Protected Area (PA) which comprises 258.7 sq km as National Park and 1153.4 sq km as Sanctuary. Besides this 470.5 sq km of forest area forms a buffer Zone as reserve, protected and unclassified forest. Thus, a total area of 1882.6 sq km makes up the Gir forest.

Its rich biodiversity includes 606 different plant species, 39 species of mammals, 37 species of reptiles and over 300 species of birds and more than 2,000 species of insects. A breeding ground for migratory birds, the avifauna of Gir includes a variety of raptors and many other significant species, including Lesser Florican, Osprey, Indian Pitta, Red-headed Vulture, etc. It also supports a variety of reptiles, including the Indian python and the Indian star tortoise, and possibly one of the highest populations of Marsh crocodile in the country. Gir also has one of the densest concentrations of leopards in India.

Interpretation zone - Devalia

Twelve kilometres west of Sasan Gir village at Devalia, within the sanctuary precincts, is the Gir Interpretation Zone, better known as simply Devalia. The 4.12-sq-km fenced-off compound is home to a cross-section of Gir wildlife. It was established particularly as eco-tourism zone to reduce overload of tourists from Gir Forest Visit and to provide whole wildlife of Gir at single place in safe habitats. This Interpretation Zone comprises of 412 ha chain link fenced area which is regarded as 'Gir in a nutshell' covering all habitat types and wildlife of Gir. The basic aim of creating this facility is to provide an opportunity of viewing lions and other animals in their natural habitat within a short period of time at cheaper rates. There are animals like Asiatic lions, Leopards, Blue

Bull, Sambhar, Chital, Jackal, Black buck, Wild Boar etc. The presence of Savana habitat and other flora is also another attraction of the area. Many rare birds including Peafowl and vultures are common in the Devalia.

KANHA NATIONAL PARK

Established in 1933 as a sanctuary, 1955 as a National Park and 1975 as a Tiger Reserve

The Kanha National Park in Madhya Pradesh came into being in 1955 and forms the core of the Kanha Tiger Reserve, created in 1974 under Project Tiger. The Park's landmark achievement is the preservation of the rare hardground Swamp Deer (Barasingha), saving it from near extinction. Stringent conservation programs for the overall protection of the Park's fauna and flora, makes Kanha one of the most well maintained National Parks in Asia.

The park has spread across a massive 940 sq kilometers, Kanha National Park is the largest national park in Madhya Pradesh. The park is characterized by grassy meadows and open bamboo forests. The rare animal species found in the park are Tigers, Leopards, Wild dogs, Jackals and Sloth bear etc. The park is also famous as being the original source of Rudyard Kipling imagination while writing the Jungle Book although the story was actually set in the Pench National Park in India. The Kanha National Park was established in 1955 and is visited by thousands of tourists each year. There is a museum at Kanha depicting attributes and activities of the park and tribal culture. It is closed every Wednesday.

The Kanha National park/Tiger reserve is home to about 22 species of mammals and 300 species of birds. Commonly spotted animals in Kanha include the Common Grey Langur, Porcupine, Chital, Wild Boar, Nilgai, Sambar, Indian jungle fowl, Chousingha and Barasingha or Swamp deer. The Barasinghas were on the verge of extinction when measures were taken to revive them. Till 2006, there were around 1200 Barasinghas in Kanha forests. Kanha National Park is known more for its tigers and hence it is called the tiger country. Other animals in Kanha include leopards, the Sloth bear and Indian wild dog. Indian wolf is also rarely seen after dark. There are about 175 varieties of birds in Kanha .

PERIYAR NATIONAL PARK

It is located by the Periyar River in Kerala. The history of the Periyar Wild Life Sanctuary and National Park is closely related to the construction of Mullaperiyar Dam. The construction of the dam across the Periyar River led to the formation of Periyar Lake in the year 1895. In 1899, the forest surrounding the lake was declared as Periyar Lake Reserve Forest. Later in 1950, the forest was expanded to the Periyar Wildlife Sanctuary.

With the launch of Project Tiger 1978, authorities began to think about the importance of protecting the endangered species. The wildlife sanctuary was well known for its tiger population. Considering this, the sanctuary was bought under the Project Tiger mission and was made the 10th Tiger Reserve in India. When the Project Elephant mission was launched in 1991, the sanctuary was also declared as an Elephant Reserve too. It was declared as a National Park in the year 1982. The National Park is situated right at the heart of Pandalam Hills and Cardamom Hills of Southern Western Ghats. Being located between the mountain ridges the protected area is famous for its population of the Indian Tiger and the Asiatic Elephants. The rare species found here are the Tiger, Elephant, Travancore flying squirrel, Fruit bat, Giant squirrel, Wild pig and lion-tailed macaque etc.

Flora: Around three fourth of the sanctuary area is covered with evergreen and semi evergreen rain forests while a part of the remaining area is covered by damp leaves forest Eukalyptus plantation and grassland. The rest of the area is covered by Periyar River and Pamba River. The floral attractions of the park are approximately 2000 species of flowering plants, 171 grass species and 143 species of orchids. The tall trees of the forest rise upto a height of 130 to 140 feet.

Fauna : Approximately 62 species of mammals including tigers and elephants are seen in good numbers. Other mammals that can be seen here are Leopards, Otters, Nilgiri Langurs, Common Langurs, Bonnet Macaques, Lion Tailed Macaque, Malabar Squirrel, Wild Boar, Sambar deer, Barking deer, Mouse Deer, Nilgiri Tahr, Dhole (Indian wild dogs), porcupines, Gaur and Sloth Bears. The birds of the park include around 180 species. Prominent among these are Darters, Cormorants, Kingfishers, the great Malabar Hornbill and racket-tailed Drongoes. Reptile population of the park is also commendable with around 45 species found. Out of these, a majority (30) of them are snakes. The rest of them comprise of 2 turtle species and 13 lizard species. Frequent sighting of King Cobras and Python, two extremely poisonous snakes is also an attraction for the visitors to the park.

VEDANTHANGAL BIRD SANCTUARY

The oldest water bird sanctuary in India, The Vedanthangal Bird Sanctuary was established in 1936. Located in the state of Tamil Nadu the protected area is home to more than a thousand species of birds along with several monkeys. Garganey teals, glossy ibis, grey heron, grey pelican, open-billed stork, painted stork, snake bird, spoonbill and spot bill duck are just few of the several species found here.

SARISKA NATIONAL PARK

Located in Rajasthan, the Sariska National Park is one of the major areas of the Bengal Tiger population of India. Although the area wasn't originally populated by the regal cat species, it is one of the few places in the world where an apex predator like the Tiger was successfully relocated from the other areas of India. The reserve was declared a wildlife sanctuary in 1958 and came under the "Project Tiger" as a Sariska tiger reserve in 1979. The park covers quite a large area of 800 square kilometers, 480 square kilometers of which form the core area of the national park. It is located among the Aravalli hill ranges in the Alwar district of Rajasthan.

Apart from the Tiger, Leopard, Jungle Cat, Striped hyena, Sambhar deer and Chinkara etc. are few of the rare species found here. Jeep safari is also available.

DUDHWA NATIONAL PARK

Located in Uttar Pradesh, Dudhwa National Park is spread across an area of 490.3 sq Kilometers. The Dudhwa National Park was established in 1977 as a sanctuary to the swamp deer or the commonly known Barasingha and is also one of the few remaining habitats of the Indian One-Horned Rhinoceroses. Thanks to the efforts of famed conservationist Billy Arjan Singh, the predator species like the Leopard and the Tiger were introduced to keep the stag population in check. A plethora of animal, reptile and bird species are found in this park.

It is a bird watchers' haven. It is also noted for its wide variety-about 400 species of birds. Its swamps and several lakes attracts varieties of waters fowl. Being close to the Himalayan foothills, Dudhwa also gets its regular winter visitors - the migratory water birds. The Banke Tal is perhaps the most popular spot for bird watchers. There are egrets, cormorants, heron and several species of duck, geese and teal.

Noted for the variety of storks that make their home here, Dudhwa has the crane-elegant in its grey and red livery, black necked storks, white-necked storks, painted storks, open billed storks and adjutant storks. Raptors like the grey headed fishing eagle, Pallas fishing eagle and marsh harriers can be seen circling over the lakes in search of prey - creating pandemonium among the water fowl as they swoop low.

An extraordinary range of owls are also to be found at the Reserve. These include the great Indian horned owl, the brown fish owl, the dusky horned owl, scoops owl, jungle owlet, the brown wood owl and tawny fish owl. Colourful birds - varieties of woodpeckers, barbets, minivets, bulbuls, kingfishers, bee eaters, orioles, drongos and hornbills are all part of its rich bird life. Jeep and elephant safari are also available.

NANDA DEVI BIOSPHERE RESERVE

Nanda Devi National Park is situated in Chamoli district of Uttarakhand.

Situated amidst the mighty confines of the Nanda Devi peak, the Nanda Devi Biosphere Reserve and National Park was established in 1982. It lies at an average elevation of 3500 meters above sea level. The Snow Leopard, Himalayan Black bear, Himalayan Brown bear, Musk deer, Himalayan Tahr and plenty of bird and breath taking floral species can be seen here. In 1982 access to trekkers into the Nanda Devi National Park was banned to protect its biodiversity. The Nanda Devi National Park, which has been declared a world heritage site, has been partially opened recently for restricted number of tourist.

Nanda Devi Biosphere Reserve was designated as biosphere reserve in 2004 including the core areas of both Nanda Devi National park and Valley of Flowers National Park. The reserve is one of the spectacular wilderness area of Western Himalayas covering an area of 6407.03 sq.km. The biosphere reserve has very diverse fauna and flora. The Valley of Flowers National Park, one of the core area is well reknowned for its meadows of endemic alpine flowers where more than 600 Himalayan species grow in an area of less than 2,500 hectares. The reserve is also the habitat of the endangered snow leopard, Asiatic black bear, brown bear, Himalayan musk deer and bharal. Few human population reside there due to the inaccessibility of the area.

HEMIS NATIONAL PARK

Also known as Hemis High Altitude National Park, it is the largest national park in India with an area that spans across 4,400 sq kilometers. Interestingly the park also contains several Tibetan-Buddhist gompas and monasteries and is visited by several tourists.

It is named after the famous monastery, Hemis gompa that is situated 40 km. southeast of Leh. The park is located on the west bank of the Indus River, in the state of Jammu and Kashmir. The Hemis National Park contains the rare and endangered species like the snow leopard, Bharal sheep, Tibetan Wolf, Eurasian Brown Bear, Lammergeier Vulture, Golden Eagle, Himalayan Vulture and Mountain weasel etc. The park is home to 16 species of mammals and 73 of birds. The park is protected home for endangered mammals like leopards, Asiatic ibex, Tibetan wolf, the Eurasian brown bear and the red fox. The park boasts of 200 leopards and is the only habitat of Shapu or the Ladakhi Urial in India. It is also home to small mammals like Himalayan marmot, mountain weasel and Himalayan mouse hare. For bird watchers, it's a dream destination. Besides golden eagle, Lammergeier vulture and the Himalayan griffon vulture, the park is home to Brown Accentor, Robin Accentor, Tickell's Leaf Warbler, Streaked Rosefinch, Tibetan Snowfinch, Chukar, Fork-

tailed Swift, Red-billed Chough, Himalayan Snowcock, and the Fire-fronted Serin. Pollution free environment and noise free surroundings make birding a joyful experience.

BANDHAVGARH NATIONAL PARK

With one of the highest tiger populations in India, Bandhavgarh National Park is located in Madhya Pradesh. The park is spread across an area of 446 square kilometers and is known to be the home for one of the most photographed tigers in the world. The park also contains a medieval fort, and primitive caves dating back to the 1st century AD. It Covers a buffer area of around 448 sq km and a core area of around 105 sq km, and lies in the foothills of Vindhyas. Former hunting grounds of the Maharajas of Rewa, it is now famed for being the natural habitat for the White Tigers. There are more than 22 species of mammals and 250 species of birds in the area with common langurs and rhesus macaque representing the primate group. There are two main ways of getting about in the park- in a motor vehicle or on elephant back .

BANDIPUR NATIONAL PARK

Spanning across an area of 874 sq kilometers, the Bandipur National Park is located in the state of Karnataka. The national park was established in 1974 and is a refuge for several threatened and endangered species of flora and fauna. Tigers, Elephants, sloth bears, Mugger crocodiles, Dhols, Spectacled Cobra and flying lizards etc. can be spotted here. Together with Mudumalai Wildlife Sanctuary in Tamil Nadu, Wayanad Wildlife Sanctuary in Kerala and Nagarhole National Park in the North, it creates the India's biggest biosphere reserve popularly known as the 'Nilgiri Biosphere Reserve'. Bandipur also has a sizable number of Tigers. Other natural inhabitants of this lovely forest are gaur (a type of bull), sambhar, chital, mouse deer, four-horned antelope, wild dogs, wild boar, jackal, sloth bear, panther, malabar squirrel, porcupines and the black-knapped hare. Birds like jungle fowl and green pigeon are also found here.

WANDUR NATIONAL PARK/ MAHATAMA GANDHI MARINE NATIONAL PARK

Known for its colorful marine life and coral reefs, Mahatama Gandhi Marine National Park (Wandur National Park) is located in the Andaman Islands. The protected marine area is known for its views of some of the most coral reef abundant places in Asia and is also a great place to view the sea turtles and pristine beaches.

VALLEY OF FLOWERS NATIONAL PARK

Located in the foothills of the western Himalayas, the Valley of Flowers National Park lies in the state of Uttarakhand. As the name suggest the park is covered with grassy meadows that gets

covered with colorful flowers and is a major tourist attraction in India. The park is also home to the Snow leopard, Himalayan Brown bear, Asian Black Bear, and red fox etc

Valley of Flowers and Nanda Devi National Park, together, constitute the Nanda Devi Biosphere Reserve. The Valley of Flowers was declared a National Park in 1982 and was included in the list of World Heritage sites by UNESCO in 2005. It was Initially known as Bhyundar Valley. 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 valley is also home to several fauna like Himalayan musk deer, yellow throated marten, snow leopard, blue sheep, black and brown bears. It is also home to a variety of birds like Himalayan golden eagle, snow partridge, Himalayan snow cock, Himalayan monal, snow pigeon and sparrow. It is also home to a variety of butterfly and insects too.

SIMLIPAL NATIONAL PARK

The Park is located in the state of Orrisa and is famous as a reserve for the Asiatic elephant. Simlipal National Park is one of the most breath taking nature reserves in India with several, forests, grassy meadows and waterfalls.

It Covers a vast are of 2750 sq. km out of which 303 sq. km from the core area, thick biosphere reserve is a sanctuary and one of the Tiger Projects and National parks of India.

Tiger, Elephant, Indian Bison, Chausingha, Leopard, Jungle cat and several species of birds and reptiles can be spotted here. Simlipal Reserve is the safest paradise for "n" number of wildlife creatures for better habitation and protection

ERAVIKULAM NATIONAL PARK

Eravikulam National Park is located in the state of Kerala in the Western Ghats and is characterized by high altitude grassy meadows and the tropical montane forests of the Shola. The park is surrounded by different tributaries of the Periyar, Kaveri and Chalakudiyar River and has several waterfalls. The Tiger, Leopard, Dhole, Indian Porcupine, Nilgiri Tahr, Stripe-necked mongoose, Golden Jackal and Sambar Deer can be spotted here.

BANNERGHATTA NATIONAL PARK

Located in Karnataka, the Bannerghatta National Park contains several attractions such as trekking, animal rescue center, a zoo, an aquarium and a protected forest. The Park is famous as a corridor for the Asiatic Elephants. Tiger, Leopard, Sloth Bear, Indian Bison, Pangolin, Russell's viper, Cobras, Jackal and the Indian Porcupine etc. can be spotted here.

NAMDAPHA NATIONAL PARK

Spread across an area of approximately 2000 sq kilometers, the Namdapha National Park is the third largest National Park in India and located in Arunachal Pradesh. Located on the Burma border, the sanctuary is covered with a lush green canopy of forests and is home to several endangered species of animals, reptiles and birds. Tiger, Leopard, Clouded leopard, Snow Leopards, Asiatic Black bears, Dholes, Red Pandas and Slow Loris etc.

SILENT VALLEY NATIONAL PARK

The Silent Valley National Park is located in the state of Kerala. The Park is located amidst the Western Ghats and comprises of tropical moist rainforests and moist evergreen forests. The Forests have been mentioned in the Mahabharatha as one of the places the Pandavas spent their 14-year exile at. It is famous for its population of the endangered Lion-tailed Macaque, Tiger, Leopard, Jungle Cat, Leopard Cat, Sloth bear, otter, Travancore flying squirrel, Porcupine and Elephant etc.

PENCH NATIONAL PARK

It is located in Madhya Pradesh. Rudyard Kipling's 'The Jungle Book' is based on the natural surroundings of this national park; this park is also known as 'Mowgli Land'. While Tigers are the most dominant species of this park, Leopards, Sloth Bear, Wild Dog, Barking Deer are some of the other attractions. With more than 170 species of birds, this park has also become one of the best places for birdwatchers.

NAGARHOLE NATIONAL PARK

It is located in the state of Karnataka. It is a popular destination for Tiger spotting. It is also known as 'Rajiv Gandhi National Park'. With quite a large number of Tigers, this park also has a significant number of Indian Bison, Leopard, Sloth Bear and Elephant. Forests of this park are extremely rich with several species of high commercial valued trees. Teak, Sandalwood and Silver Oak are the major trees found in this park. Along with the endangered Mugger Crocodile, this park also has more than 250 species of birds, 96 species of Dung Beetles and 60 species of Ants.

10.3 SUMMARY

Exploring the beauty of wildlife sanctuaries in India has its own appeal. Wildlife Sanctuaries of India has a unique status worldwide, It has the second largest base of bio diversity in the world. These calm and peaceful wildlife sanctuaries are the home for some very giant animals and rare species of birds. India has some of the biggest National Parks like Hemis, Sundarbans. watching the animals at their natural habitats has always been a delightful as well as speculating experience.

Wildlife sanctuaries in India have been extremely successful in conserving the wildlife of India. They are the ideal place to witness the imposing beauty of the forests and their endless range of wildlife. Protected areas, such as National Parks and Wildlife Sanctuaries were established to ensure that the most precious treasures of nature are protected from human interference. People cannot influence the wildlife there in any way. Project Tiger is a wildlife conservation program administered by National Tiger Conservation Authority in India since 1973. It aims at boosting the population of tigers in India. There are more National Parks and Reserves specialized in a certain species, like Kaziranga National Park famous for protecting the One-Horned Rhino. Bharatpur Bird Sanctuary - it's the natural habitat for more than 300 species of birds and boasts being one of the most exquisite bird sanctuaries worldwide. The oldest one among them, is the Jim Corbett National Park India, established in 1936 by the ecologist Jim Corbett. Located at the foothills of Himalayan in Uttarakhand, this park is registered as the tiger reserve for the royal Bengal Tigers as well.

10.4 CHECK YOUR PROGRESS

1. Discuss the attractions in Kaziranga National Park
2. Explain about the national parks of Kerala
3. Which is the first wildlife reserve of India? Discuss its attractions
4. Discuss about the wildlife of India

10.5 ANSWER KEY

1. Refer section 10.2
2. Refer section 10.2
3. Refer section 10.2
4. Refer section 10.1 and 10.2

10.6 REFERENCES

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UNIT - 11 : PROBLEMS OF SUSTAINABLE TOURISM

STRUCTURE:

- 11.0 OBJECTIVES
- 11.1 INTRODUCTION
- 11.2 SUSTAINABILITY AND TOURISM
- 11.3 PROBLEMS OF SUSTAINABLE TOURISM
- 11.4 KEY ISSUES FOR SUSTAINABLE TOURISM
- 11.5 SUSTAINABLE TOURISM: IS IT AN ACHIEVABLE TARGET OR
IMPOS SIBLE DREAM?
- 11.6 SUMMARY
- 11.7 CHECK YOUR PROGRESS
- 11.8 ANSWER KEY
- 11.9 REFERENCES

11.0 OBJECTIVES

After reading this unit you will be able to,

- Understand the concept of sustainability
- Discuss the problems for sustainable tourism
- Explain the issues involved in making tourism sustainable

11.1 INTRODUCTION

The rapidly growing tourism industry offers vast potential in terms of employment and economic growth. Simultaneously, it is detrimental to the environment and sometimes also local cultures and communities. Especially in recent years, the term "sustainable" has been increasingly paired up with words like "travel" and "tourism" to denote a desired way of operating. Hotels want to be "sustainable." Tour companies want to be "sustainable." And travelers are increasingly concerned with only spending their money on "sustainable" ventures.

But what exactly does "sustainable tourism" even mean?

To most people, "sustainable" is synonymous with "eco-friendly." They think of geothermal-powered hotels, conservation efforts, and companies concerned with their carbon footprints. And it is true that being environmentally-conscious is a big part of being sustainable. But it is not the only thing to consider. An attraction or destination can be as "green" as green can be, and still not be sustainable. When it comes to sustainability, there are actually three "pillars" to consider: environmental, economic, and socio-cultural. Tourism has to be sustainable in all three areas to truly be considered "sustainable tourism."

'Sustainable tourism' or 'tourism in the green economy' has been defined as tourism activities that can be maintained indefinitely in their environmental, social, economic and cultural contexts and despite their effect on these areas of life (UNEP & UNWTO, 2005). The ILO's definition of sustainable tourism is, that it is "composed of three pillars: social justice, economic development, and environmental integrity. It is committed to the enhancement of local prosperity by maximizing the contribution of tourism to the destination's economic prosperity, including the amount of visitor spending that is retained locally. It should generate income and decent employment for workers without affecting the environment and culture of the tourists' destination and ensures the viability and competitiveness of destinations and enterprises to enable them to continue to prosper and deliver benefits in the long term". Sustainable tourism, as something all tourism activities should aim for, should be distinguished from eco-tourism, which is a sub-sector of tourism focusing on travel activities that contribute to environmental protection and social development.

11.2 SUSTAINABILITY AND TOURISM

In the 15 years since the publication of the Agenda 21 for the Travel and Tourism Industry sustainability has become a commonly used term. Indeed, the concept of sustainable tourism has moved beyond the narrowly defined concept of ecotourism to embrace all aspects of tourism.

Sustainable Tourism is high on the agenda of tourists, tourism organizations and many tourism companies, which often have declared their willingness to move towards sustainability. While some companies and individuals have moved considerably in adjusting their behaviours to become more environmentally, economically and socially responsible, it however appears clear that the tourism system as a whole is becoming less sustainable, both because of its overall rapid growth and of what has been called "vener environmentalism" or "greenwash", i.e. the unwillingness to change travel behaviour (tourists) or to engage in operational and business behavioural changes that are more fundamental, i.e. going beyond measures that are profitable because of resource savings, branding benefits or improved customer relations (private and public components of tourism industry).

In recent years the list of international organizations, NGOs and academics tackling the concept of sustainable development has increased dramatically.¹ Such efforts range from grand theories focused on producing a generally accepted, "one-fits-all" conceptual framework for sustainable development to more modest attempts concentrated on specific issues or sectors. One of the specific area of research concentrates on the concept of sustainable tourism

How is Sustainable Tourism Development defined and enacted?

According to the Organization of American States, sustainable tourism development is defined as follows:

- Preserving the current resource base for future generations.
- Maintaining the productivity of the resource base.
- Maintaining biodiversity and avoiding irreversible environmental changes.
- Ensuring equity between and within generations.
- Maintaining and protecting the heritage (culture and history) of the area, region or nation.

The Global Sustainable Research Center suggests the following:

- Tourism should be initiated with the help of broad-based community- inputs and the community should maintain control of tourism development.
- Tourism should provide quality employment to its residents and a linkage between the local businesses and tourism should be established.

- A code-of-practice should be established for tourism at all levels - based on internationally accepted standards.
- Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to acceptable change should be established.
- Education and training programs to improve and manage heritage and natural resources should be established.
- United Nations World Tourism Organization adds the following sustainable tourism development principles:
- Tourism planning in the context of overall land use planning provides the basis for achieving integrated, controlled and sustainable tourism development.
- Planning is carried out according to a systematic process

Sustainable tourism development can fulfill economic, social, and aesthetic needs while maintaining cultural integrity and ecological processes. It can provide for today's hosts and guests while protecting and enhancing the same opportunity for the future.

Good information, research and communication on the nature of tourism and its effects on the human and cultural environment should be available prior to and during development, especially, for the local people, so that they can participate in and influence the direction of development and its effects as much as possible, in the individual and the collective interest.

Integrated environmental, social and economic planning analysis should be undertaken prior to the commencement of any major projects, with careful consideration given to different types of tourism development and the ways in which they might link with existing uses, ways of life and environmental considerations.

Throughout all stages of tourism development and operation, a careful assessment, monitoring and mediation program should be conducted in order to allow local people and others to take advantage of opportunities of to respond to changes.

Tourism Planning, development and operations should be part of conservations or sustainable development strategies for a community.

Tourism should be planned and managed in a sustainable manner, with a due regard for protection and appropriate economic.

Agencies and individuals should follow ethical principles with respect to the culture and environment of the host area.

Local people should be encouraged and expected to undertake leadership roles in planning and development with the assistance of government, business, financial and other interests.

Tourism should be undertaken with equity in mind to distribute fairly benefits and costs among tourism promoters and host peoples and areas.

Sustainable tourism development involves making hard political choices based on complex social, economic and environmental trade-offs. It requires a vision which encompasses a larger time and space context than that traditionally used in community planning and decision making.

11.3 PROBLEMS OF SUSTAINABLE TOURISM

But, historically much of tourism has been unsustainable. This is because,

- Tourism is a fierce competitor for resources - the provision of cultural and ecotourism opportunities for tourists may mean that local residents are displaced
- The needs of tourists are different than those of local residents and, thus, serving tourists may again not suit the needs of local residents
- Few people understand tourism and what is required to develop successful tourism products, meaning that a lot of countries have made unwise investments in tourism
- Tourism is often imposed on local communities, especially rural and minority communities, at level and speed that causes great social disruption. And so, sustainable tourism is really an issue of how best to encourage tourism while minimizing its costs.

Why Sustainability is hard to achieve?

Many people support the principles and guidelines in theory. And, as a guiding strategy it also seems to make sense, especially given that:

- the absolute tourism resource base is limited and will come under increasing pressure from modernization and continued economic development
- more and more people are travelling each year, meaning: o use pressures will increase, o the number of first time tourists who need to be taught appropriate behaviour will grow.
- consumers are becoming much more sophisticated and worldly and are increasingly making ethical choices about some of their tourism purchases ecotourism and cultural tourism represent low-cost product development opportunities for destinations, and ecological and cultural assets are one of the few truly unique features of countries and regions, giving them a competitive advantage Yet, few if any tourism products are truly sustainable and fewer if any destinations can be called sustainable. Not only that, but tourism on a global scale

seems to be moving farther from sustainability now than ever before. The issue is particularly problematic in the developing world and in the economies in transition from a demand economy to a market economy. Indeed, many newly emerging destinations promote sustainability but adopt the same old practices with the same adverse effects that have been troubling tourism for decades. There are many success stories, but there are also many failures. Why is there such a gap between ideology and practice? These are some of the reasons that have been identified: Economic

- Improving the economic well-being of residents through economic growth and job creation is a higher national priority than conservation
- Tourism, and especially large scale mass tourism is pursued because of the foreign direct investment and foreign exchange it generates
- Tourism is a means to attract foreign aid for large scale infrastructure development, without any ongoing funds for maintenance Structural
- A lack of a strong national sustainable development framework under which tourism can fit
- A weak institutional framework with inadequate control mechanisms
- A failure to plan comprehensively for large flows of tourists to remote areas in relation to local resources, electricity and water supply
- Tourism is the only option for economic development, even though the area lacks assets required to be a viable destination. Tourism
- The environment and local cultures represent the easiest, low-cost and fastest way to develop tourism attractions so they are exploited
- A lack of understanding about what tourism is and how it works
- A lack of commitment by tourism operators to safeguard the local environment and host cultures
- The misguided belief that small is good Social / Community
- Communities pursue tourism without understanding fully its implications
- Tourism can be imposed on local communities by the dominant ethnic, cultural, or business group, or by political leaders. Many of the structural issues fall outside of the direct control or influence of government tourism officials and members of the tourism industry. But, academics, government officials, community leaders and the tourism industry can take an

active role in addressing most of the other issues. It is not hard, but it does take vision, commitment and a shared goal.

11.4 KEY ISSUES FOR SUSTAINABLE TOURISM

Five pillars for sustainable tourism development : These have been identified by UNWTO from many years of experience in working on the sustainable development of the tourism sector. Taken together, these pillars cover the thematic areas which could be addressed through future projects and interventions. Each of these pillars is strongly related to the aims of sustainable tourism.

1. Tourism policy and governance

This pillar concerns the recognition of tourism in sustainable development policies and the presence and implementation of a clear tourism strategy that embraces sustainability principles. It looks at tourism governance structures, including tourism ministries and institutions and how they relate to other areas of government that affect its sustainability and performance. It also considers the presence of structures and mechanisms for engaging public, private and third sector stakeholders, including local communities, at different levels. This first pillar sketches the policy and regulatory framework and the institutional set up required to address the full set of 12 aims for sustainable tourism,

Problems in implementing sustainable tourism policies

Overall sustainable policy implementation faces problems from many barriers, including both private and public sector issues. Political power struggles and different values often exist within the policy process thus increasing the difficulties of implementing sustainable tourism policy. Policies for sustainable tourism require close coordination with other sectors including taxation, transportation, housing, social development, environmental conservation and protection and resource management. Because often policy is subjected to change during implementation these other sectors need to be aware of each other and communicate their needs and concerns in order to achieve progress in policy implementation. participation by stakeholders such as the local community, private sector, NGOs and different levels of government is stated as imperative. NGOs are often excluded from policy development and implementation, possibly because they rarely have a primary economic interest and have tended to showcase environmental and social concerns. The lack of political will to pursue sustainability prevents all those professionals and technical experts from doing their part". Without a personal involvement and support for sustainable principles, effective policy formulation and implementation is unlikely to appear and change will not take place

2.Sustainability of the natural and cultural environment

Tourism activities can, in particular, degrade the social and natural wealth of a community. The intrusion of large number of un informed foreigners into local social systems can undermine pre existing social relationships and values. This is particularly a problem where tourism business is centered in traditional social systems such as isolated communities or indigenous people.

The critically important relationship between tourism and natural and cultural heritage is a key theme of this pillar, considering policies and actions to conserve the asset base, to manage tourism in sensitive areas and secure benefits from it. Specific attention is paid to mitigation and adaptation of the tourism sector to climate change. Finally, the use of mechanisms to improve the sustainability of tourism development and operations, and to monitor impacts, is assessed.

3.Tourism and the Environment

The natural environment is an important resource for tourism. With growing urbanisation, destinations in industrialised developing countries with significant natural features, landscape, cultural heritage or biodiversity are becoming more and more popular sites for tourist destinations. Efforts to preserve, conserve and improve the natural environment should therefore be a high priority for the tourism sectors and for governments. But the reality is not quite as clear cut. Environments where past human interaction has been minimal are often weak. Small islands, wetlands, mountains, coastal areas, and deserts, all now fashionable as tourist destinations, are five of the six 'fragile ecosystems' as identified by Agenda 21 that require specific action by governments and international donors. The biophysical features of these habitats often render them particularly at risk to damage from human activities. As the scale of tourism grows, the resource use threatens to become unsustainable. With a degraded physical environment, the destination is in danger of losing its original attraction, increasing the levels of cheaper mass tourism and forcing more "nature-based" tourism to move on to new destinations, which are likely to be even more unapproachable and delicate. Mainstream "ecotourism", as promoted after the Rio Earth Summit, hasn't always enjoyed a good reputation. Tour operators have used the concept merely as a "greenwash" marketing tool. In reality it often meant introducing unsustainable levels of tourism into fragile areas, having scant regard for either the environment or for the residents of the destination areas.

Some of the different kinds of impacts that tourism development and operational activities can have include:

- Threats to ecosystems and biodiversity - e.g loss of wildlife and indigenous or rare species, habitat loss, ruin flora & fauna and degradation,

- Disruption of coasts - e.g shoreline erosion and pollution, impact to coral reefs and fish spawning grounds,
- Deforestation - loss of forests for fuel wood and timber by the tourist industry also impact on soil and water level, bio-diversity, integrity, minimising the collection of forest products by local communities,
- Water overuse - as a result of tourism / recreational activities e.g. water park, golf courses, swimming pools, roadside fountain and tourist consumption in hotels,
- Urban problems - Congestion and overcrowding, increased traffic jam and consequential environmental impacts, including air and noise pollution, and health impacts,
- Exacerbate climate change - from fossil fuel energy consumption for travel, hotel and recreational requirements,
- Unsustainable and inequitable resource use - Energy and water over consumption, excessive production of wastes, litter and garbage are all common impacts.

4. Economic performance, investment and competitiveness

This pillar considers the business and investment environment and the position of trade liberalisation in the tourism sector, including the consequences for the local economy, small businesses and sustainability in general. It looks specifically at issues of market access, product quality and the resilience of the sector. It recognises the need for sound data to inform tourism planning and management.

5. Poverty reduction and social inclusion

This pillar focuses on the contribution of tourism to poverty reduction. It considers a strategic approach to pro-poor tourism at a destination level, employing techniques such as value chain analysis. It then considers specific initiatives to gain more benefit for the poor, based on seven mechanisms identified by UNWTO, including strengthening local supply chains, working with the informal sector, developing community-based initiatives and securing collateral benefits from tourism. But this becomes an issue when there is no inclusion. Social inclusion in many areas is difficult to achieve because of the various social problems.

11.5 SUSTAINABLE TOURISM: IS IT AN ACHIEVABLE TARGET OR IMPOSSIBLE DREAM?

It is necessary that all societies work harder in ensuring that the necessary measures can be incorporated in order to have sustainability with our tourism. This will give long-term structures thus

ensuring that we safeguard our nature for the future generations. It would be appropriate that all the necessary players and sectors of the economy are quite sensitive on sustainability of tourism in order to ensure that this is achieved in the end . Looking at Sustainability Initiative, we will note that there are some issues that have to be undertaken by different nations in achieving tourism sustainability. An initiative is mainly an attitude and implementation, which can be applied in the realization of a given mission, goal, vision, and even objectives.

It is therefore necessary to come up with implementations that are workable, applicable, and effective. As the sector of tourism continues to have an increase in footfalls, the major need today has been in ensuring that, tourism just like any other governmental sector should be managed and planned in an intelligent manner. The need for sustainable tourism development is very important and therefore it should call each individual to play his or her role in ensuring that it is possible to have tourism sustainability. For instance, tourism as a core sector in the global economy has to be initiated from all the locations of the society so that every single individual has a role to play of making sure that all the threats hindering the realization of sustainable tourism are dealt with immediately. The local community's help will thus play a grand role in the realization of sustainable tourism. This is so because the local communities tend to have a better understanding of the local environment better than the outside people do.

The local community is also supposed to ensure that it meets some of the tourism requirements so that they can be in a position to enjoy the major benefits once tourism flourishes within their area or society. There should also be a link between all the local businesspersons and tourism operators to enable the local people benefit from the developing economic growth by embracing tourism sustainability. In order to achieve better growth, there should be the practice of all the existing codes of ethics within the given community, as well as some fair sources of guidelines that have to be aimed in sustainability with the tourism sector. So as to heighten the advantages of nature, natural resources, and cultural heritages, it would be necessary to have proper resource-management strategies, have better training, and training programmes that can be properly instituted within the area. It would therefore be necessary to agree that it can be possible to achieve sustainable tourism if all people work hard in ensuring that it is achieved. This is so because different countries have the capability and make all the people aware and the reason it is necessary to practice sustainable tourism.

Ecotourism deals with the aspects of nature that are critically based on tourism. This means that we cannot separate it from tourism and sustainability. As if that was not enough, the issue of ecotourism has always been used and applied in the aim of conserving the environment, while at the very same time improving the living standards of the local people in any given community. In addition,

sustainable tourism has been known to include all the major segments within tourism, and hence has similar function in its performance just like ecotourism. Ecotourism is part of tourism and therefore some measures can be undertaken to have its sustainability.

Like in most of the African nations like Nigeria, Tunisia and South Africa, there has been maximum exhaustion of the subject with the aim of conserving the natural resources thereby increasing the people's cultural values and traditional practices. Since the main goals of ecotourism and those of sustainable tourism tend to be more or less similar, Sustainable Tourism tends to have a broader view and concealing in it a number of categories and aspects within tourism practice.

It is imperative to note that sustainable tourism is a fight that can be won once all the necessary mechanisms were used. This requires maximum cooperation of all people, all societies, and all nations. This is so because sustainable measures in everything are what hold the future of the universe today. Without practicing sustainable tourism in our societies, the global future stands doomed and therefore prevention for now is applicable without farther argument. Once that has been accepted, humankind will impose the necessary sustainable tourism initiatives as the way forward towards the realization of the already set goals within the tourism sector.

11.6 SUMMARY

Making tourism sustainable involves a number of problems. A sustainable approach to tourism development and management is all about planning for the long term, working together, checking on outcomes and adapting to change. Effective communication is fundamental to this. Policies and instruments will not work unless they are put across in the right way. Governments should make sure that all relevant stakeholders know what is expected of them. The sustainable tourism strategy and policies should be clearly disseminated. Many of the instruments outlined in this chapter require effective communication but others can facilitate it, such as regular government reporting on their own actions and the issuing of simple guidelines based on the agreed policies. A commitment to regular monitoring and review, and to communicating results between all stakeholders, should become widespread. A move towards more sustainable tourism should be widely trumpeted and celebrated, amongst tourists, host communities and the participants in the industry. Yet in doing this, the commitment to change and improvement must be genuine and based on well-established policies and actions that can be delivered. To achieve sustainability in tourism the various issues outlined in this chapter needs to be addressed.

11.7 CHECK YOUR PROGRESS

1. Explain the concept of sustainability
2. Discuss the various issues involved in sustainable tourism development
3. Discuss the problems of sustainable tourism

11.8 ANSWER KEY

1. Refer section 11.1
2. Refer section 11.1
3. Refer section 11.2

11.9 REFERENCE

1. Sustainable tourism management - Swarbrooke
2. Sustainable tourism - David Weaver
3. The practice of sustainable tourism - Hughes, weaver, Christof Pforr
4. Sustainable tourism - Rebecca Hawkins, Victor T.C. Middleton

UNIT - 12 : SUSTAINABLE TOURISM IN THE NEW MILLENNIUM

STRUCTURE:

- 12.0 OBJECTIVES
- 12.1 INTRODUCTION
- 12.2 SUSTAINABLE TOURISM AND FUTURE
- 12.3 TRENDS AND OPPORTUNITIES IN SPECIFIC SUBSECTORS
- 12.4 ENABLING CONDITIONS FOR MAINTAINING SUSTAINABILITY
IN TOURISM IN THE FUTURE
- 12.5 SUSTAINABLE TOURISM - THE WAY FORWARD
- 12.6 SUMMARY
- 12.7 CHECK YOUR PROGRESS
- 12.8 ANSWER KEY
- 12.9 REFERENCES

12.0 OBJECTIVES

After reading this unit you should be,

- Able to understand the importance of sustainable tourism
- Discuss the future of tourism industry
- Able to discuss how the concept of sustainability holds the key for future of the tourism industry

12.1 INTRODUCTION

Sustainable Tourism has the future for the world today. This is so because practicing sustainable tourism will bring about better performance of all other sectors like forestry, environmental conservation, and thereby bringing about fortune in man's longevity on earth. Different nations have adopted the need for similar developments with tourism sustainability. Looking at China for example, there has been the raising of awareness within the industrial suppliers, travel agents, and learning institutions on the importance of sustainable tourism and similar practices. The theme of tourism sustainability has been infused with some products being supplied to the tourists and the local people, so that they can put the necessary measures in achieving sustainable ecotourism.

Since the future and sustainable tourism are quite inseparable, a country like Germany has been encouraging its exhibitors as well as sponsors to be keen in conveying sustainable practices in the tourism sector, and what has happened has been a number of success stories. Around the world, different travel professionals have been also used in passing across informative learning on how necessarily wise decisions can be pioneered in making a big difference when it come to the protection and conservation of Global historical as well as natural treasures. In all learning settings, there has been the hiring of experienced tutors who have been able to influence sustainable practices when it comes to tourism addressing.

The Rio+20 Outcome Document "The Future We Want" (UN 2012) highlights the role of sustainable tourism in the transition to a green economy in the context of sustainable development and poverty eradication. Thus this unit looks in to various ways in which sustainability has a promise for the future.

12.2 SUSTAINABLE TOURISM AND FUTURE

Green practices

Many of the international organizations as discussed under have shown keen interest in advocating and promoting green practices in the tourism industry.

Some of the negative effects of tourism may be reduced greatly by greening tourism (UNEP 2008). Because of the size and reach of the sector, this is a critical element of transitioning to a green economy. Even small changes towards greening, such as the more efficient use of energy and water and better waste management, can have significant positive impacts.

Sustainable tourism comprises policies, practices and programmes that take into account both the expectations of tourists regarding responsible natural resource management and the needs of communities that support or are affected by tourism projects and environmental scarcities (ILO 2012).

Importantly, sustainable tourism is not simply one type of tourism. Rather, it represents a range of sustainability principles that can be applied across the whole tourism sector (UNEP and UNWTO 2005). These principles include:

- Increasing use of renewable energy;
- Consuming less water;
- Minimising waste;
- Using biodegradable products for guests;
- Conserving biodiversity, cultural heritage and traditional values;
- Supporting intercultural understanding and tolerance;
- Generating local income;
- Integrating local communities with a view to improving livelihoods and reducing poverty; and
- Enabling tourism businesses to make long term investments.

Sustainable tourism practices generally impose less adverse environmental impacts, when compared to traditional tourism practices. Since sustainable tourism provides for effective resource management, income can be generated while simultaneously minimising negative externalities to an area's environmental and cultural integrity. At the same time, sustainable tourism can become an important source of export growth in developing countries.

Long-term prospects for sustainable growth in the tourism sector, however, depend on building adequate infrastructure and supply chains, and enhancing policies and institutions to ensure that tourism activities are carried out sustainably, and meet economic, social and environmental objectives.

Further, the tourism sector is already leading the way in some of the most innovative sustainable energy initiatives. Energy efficient upgrades to aircraft, the shift to renewable fuel for aviation and cruise liners, new energy technology solutions and energy efficiency measures in hotels are placing tourism at the forefront of such transformation (UNWTO 2012). Tourism can help stakeholders and beneficiaries recognise and measure the value of ecosystem services to their economic activities, removing its economic invisibility. This is analysed in detail in the report on The Economics of Ecosystems and Biodiversity (TEEB) in National and International Policy Making (TEEB 2011).

Trends and opportunities existing across the industry - Changing tourism destinations and countries of origin

Recent trends and forecasts point to a spreading of tourism to new destinations. These are largely in developing countries where there is potential to support development goals. There are also increasing numbers of tourists from emerging economies and larger developing countries. For example, in the first half of 2012, 38 million Chinese took international trips, 18 per cent more than in the same period the previous year. In 2011, Chinese tourists spent US\$ 73 billion while travelling abroad, third only to German and American tourists (The Economist 2012).

Changing consumer patterns

Changing consumer patterns are providing promising export opportunities for sustainable tourism. As people become more environmentally and socially conscious, they are looking for a responsible alternative to traditional travel options. Thus, tourist choices have become increasingly influenced by sustainability considerations. For example, a 2010 survey undertaken by VISA and the Pacific Asia Travel Association (PATA) found that Chinese have a preference for environmentally friendly tourism and cultural immersion programs (VISA 2010). Furthermore, in a 2012 poll undertaken by Blue and Green Tomorrow, 47 per cent of respondents answered that they would consider the ethical or environmental footprint of their main holiday.

Research indicates that consumers are willing to spend more on their holidays if they can be assured that workers in the sector are guaranteed ethical labour conditions (ILO 2010). Also, in a Trip Advisor survey, 34 per cent of travellers indicated that they are willing to pay more to stay in environmentally friendly hotels. According to research by the Foundation of Netherlands Volunteers in 2008, 58.5 million American travellers would pay more to use travel companies that strive to protect and preserve the environment. There is clear and rising demand for more sustainable tourism globally. When travelling, consumers will also purchase fair and locally sourced products when the option to do so is well advertised, easy and affordable (TUI Travel 2012). At the same time, the information revolution has allowed for increased scrutiny of corporate environmental and social

performance. Environmentally and socially concerned travellers are able to look for evidence of sustainable policies and practices and to use sustainability certification schemes to critically assess their choice of tourism purchases. Progressive companies that seek to capitalise on the changing consumer trends towards increasing environmental and social responsibility in tourism are likely to be recognised as leaders by investors, meet growing customer demand and enjoy the related potential comparative advantages, thereby securing destinations for future exports.

Sustainability certification

Sustainability certification is another emerging future trend. Certification has a central role to play in promoting environmental and social performance and satisfying consumer demand for responsible travel. Certification schemes may be applied to tourism enterprises such as hotels, resorts, marinas, travel agencies, tour operators, and transportation services. They may also be used to certify the environmental soundness of tourist destinations and natural resources at these destinations. Various standards of the International Organization for Standardization (ISO) have been used in the tourism sector to improve the overall quality of service. These include ISO 9000 for quality management and ISO 14000 for environmental management. Other voluntary standards have also emerged. For example, Green Globe certification builds on the ISO standards and is used to verify sustainability performance of travel and tourism businesses and their supply chain partners. Another scheme is the Blue Flag label, which is awarded on the basis of the environmental performance of beaches and marinas. It has been awarded to 3,850 beaches and marinas in 46 countries across Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean.

Certification informs tourists of the environmental and social impacts of tourism-related activities. It also motivates consumers to act in favour of environmentally benign and socially positive tourism enterprises through their purchasing choices (UNEP 1998). Securing an appropriate sustainability certification can also help a tourism enterprise attract a higher number of visitors and move up-market to higher-paying customers, while protecting the natural environment that the industry depends on. Moreover, it encourages sustainable development of the industry. Many of the opportunities and benefits applicable to sustainability certifications, also apply to ecotourism labels. The key difference is that ecotourism certification emphasises the ecological sustainability of businesses and products. Green Globe 21's ecotourism certifications, Europe's PAN Parks, Australia's Eco Certification Program, Eco-Rating in Kenya and SmartVoyager in the Galapagos are examples of ecotourism certification schemes currently in use. In addition to environmental certification schemes, there are also fair trade certification schemes for the tourism sector. Since 2003, for example, the Fair Trade in Tourism South Africa (FTTSA) has operated a national certification programme centred

on fair trade principles and methodologies. This system monitors, assesses and certifies the full tourism value chain. The FTTSA certifies holiday packages based on a standard that ensures fair pricing, pre-payment, transparency and commitment to sustainable trade . While some developing countries are becoming increasingly interested in the adoption of sustainability and fair trade certification for tourism, there is also concern about the costs of acquiring these certificates. This is particularly the case for small-scale tourism enterprises in developing countries, many of which may be ill-equipped to conform to the standards and criteria circumscribed by international certification schemes originating in developed countries role of government and private sector.

Governments and the private sector can promote and encourage more sustainable tourism in a number of ways. First, there is a need for universal guidelines for design and resource management. Although there are a number of sites and guidelines that outline sustainable design principles and practices, there is no universal code and often certification schemes are used as management tools to reduce costs rather than as a way for consumers to make informed green choices. Second, there is a need for policies to incentivise hotels and other tourism businesses to become more sustainable. Comprehensive tourism development strategies need to be developed in partnership with community and industry stakeholders (including major foreign tour operators or industry associations, where appropriate). Incentives could help leverage sustainability initiatives in resorts to develop niche travel products that help local communities preserve their cultural and environmental heritage, whilst at the same time potentially increasing market share and profit margins. In this context, certification can create additional advantages. Third, the tourism industry needs to be an active participant in the greening of their supply chain to reduce energy, water and waste and thus secure the future viability of the natural resources upon which they are based. The tourism industry should report on their initiatives to help assess overall corporate responsibility and transparency. Finally, governments must ensure sustainable tourism measures are seen as a core value in wider development plans and policies rather than solely focusing on economic benefits.

Carbon offsets

The tourism sector is now actively engaged in the market for carbon offsets. Tourists who are willing to compensate their travel emissions can calculate these with the help of online calculators or through offset offerings of their travel service provider. As most offset projects are in developing countries, carbon offsetting in the tourism sector is an opportunity for developing countries to increase their revenue streams. Evidence suggests, however, that particularly hyper mobile travellers, who account for the major share of distances travelled and emissions caused, are not ready to support voluntary carbon offsets. It is also often argued that carbon offsetting potentially diverts from addressing the structural and technological changes needed to achieve long-term GHG reductions

(UNEP 2009). Even though carbon offsetting is not a panacea, it is providing one element of a transition to a greener economy that is particularly attractive to the tourist sector. Further, there is now a variety of carbon standards and certification schemes to enable tourism enterprises and their customers to address carbon alongside other social and environmental issues. These include for example:

- Clean Development Mechanism (CDM);
- Climate, Community and Biodiversity Alliance (CCBA);
- Green e-Climate;
- Gold Standard;
- Social Carbon; and
- Verified Carbon Standard (VCS)

Handicrafts

Handicraft production and sales to tourists, a key sub-chain in the tourism sector, account for one of the main sources of revenue for pro-poor income in developing economies. Poor people in developing economies often lack resources, skills and employment, keeping them below the poverty line. This is primarily a factor of limited access to education, and a reliance on subsistence farming or poorly paid occasional jobs in urban centres. Handicraft production, however, is based on traditional skills and has low investment requirements. Thus, producing and selling handicrafts to tourists offer an opportunity for the poor to increase their income.

Handicraft production plays an important role for job creation in the informal sector. Subsistence farmers can gain additional income from handicraft production. In Vietnam, for example, crafts people generate income that is on average 60 per cent higher than the average income for the rural population. Production of handicrafts is also often a viable alternative for the urban poor. In countries attracting large numbers of international visitors, the tourism sector offers many opportunities for the poor to sell handicrafts, as tourists spend substantial amounts of money on such products as souvenirs. Strengthening the handicraft sector will ensure that tourists have the option to buy locally made handicrafts instead of imported or factory-made products. Handicraft production can also help diversify the tourism product of a region to include home-stays, cultural experiences and facilitate the promotion of responsible tourism principles. Handicraft production is a labour-intensive industry and, as such, can support a number of part-time and full-time employees, both skilled and unskilled. Supporting and mediating partnerships between tourism enterprises and handicraft producers is a valuable role for development partners. Employment creation in rural areas can help to reduce

migration into cities.

Challenges for handicraft producers Supply-related challenges

- Limited and/or only traditional product range due to lack of innovation and new designs;
- Poor product quality due to low skills or lack of knowledge about tourist expectations;
- Difficulty in competing with imported products in terms of price;
- Lack of raw materials and other inputs when needed;
- Lack of capital to invest in machinery needed to improve product quality; and
- Dispersed and disorganised, leading to a slow, irregular and insecure supply.

Market-related challenges

- Inadequate market outlets that is attractive for tourists;
- Lack of local awareness of the supply potential in other parts of the country;
- Differential price increases by middlemen and intermediary traders;
- Mistrust between traders and craft producers preventing better cooperation;
- Poorly developed market linkages with retail shops in main tourist locations;
- Low integration into the holiday packages of tour operators and hotel resorts; and
- Customer demand for useful gift items rather than traditional souvenirs.

Challenges for handicraft producers Supply-related challenges

12.3 TRENDS AND OPPORTUNITIES IN SPECIFIC SUB-SECTORS

This section highlights some promising tourism sub-sectors for greening the economy through trade: ecotourism, marine and coastal tourism and agro-tourism.

1 Ecotourism

Ecotourism, can be a very important source of green growth for many developing countries with significant natural endowments. It can also create many export opportunities in remote locations. Ecotourism is often built on community-led tourism activities and operations that preserve natural ecosystems, while generating employment for the unskilled workforce in rural communities. These activities do not normally require vast capital outlays and investment. Thus, ecotourism is an ideal industry for the fostering of economic growth in developing countries with natural resource abundance and capital scarcity.

Competition to attract customers that are increasingly interested in ecotourism destinations is encouraging neighbouring countries to create regional partnerships. These regional partnerships work together in areas such as the promotion of several economies and "coordinated marketing drives". Likewise, private tourist companies often market geographic regions of continents, such as ecotourism in East Africa or in Central Africa, as a way of encouraging tourists to visit ecotourism destinations in more than one country in a region. Rising demand for wildlife-based ecotourism has also led to increased private-sector involvement in the management of protected areas in countries such as Kenya, Namibia and South Africa. In South Africa for example, the hectares of private protected areas exceed those that are publicly owned. Several private reserves are now providing packages that cater to the different needs of customers, and many owners are forming partnerships to manage large conservation areas jointly. This provides further evidence of emerging opportunities for exporting ecotourism services. The rise in wildlife photography and in bird-watching activities in Africa and elsewhere is a significant example illustrating the growing ecotourism industry. According to the Convention on the Conservation of Migratory Species of Wild Animals (CMS): Technical support to ecotourism development in forests In recent years, the FAO has provided technical assistance to a number of countries, including Egypt, Hungary, Laos, the Philippines and Tunisia, to develop ecotourism as a sustainable forest use. With support from the Global Environment Facility (GEF), FAO recently began implementing an US\$ 18 million programme in collaboration with Pacific islands (Fiji, Niue, Samoa and Vanuatu) aimed at developing ecotourism as a major component of sustainable forest management.

2. Marine and coastal tourism

Coastal and maritime tourism can also provide a trade opportunity for developing countries to conserve and protect ecosystems and species. Instead of overexploiting marine resources, marine and coastal areas can be used for sustainable tourism and recreation. If carefully designed, activities such as surfing, wind surfing and sea kayaking can be developed into sustainable tourist attractions. Marine Protected Areas (MPAs) are another way that marine regions can develop a sustainable tourism industry by catering for activities such as recreational fishing, whale watching and scuba diving. MPAs serve to conserve resources and consequently benefit surrounding areas through protecting species migration and enhanced recruitment. MPAs have grown in popularity amongst tourists in recent years.

3. Agro-tourism

Agro-tourism shares similarities to ecotourism but with a primary appeal towards cultural and traditionally managed landscapes. Agro-tourism may include taking part in growing, harvesting and

processing locally grown food crops on farms. In many cases, farmers provide a homestay opportunity and education on farm life. This contributes to farm income, increases the awareness and understanding of farming methods, and provides farmers with a way to market their farm products.

12.4 ENABLING CONDITIONS FOR MAINTAINING SUSTAINABILITY IN TOURISM IN THE FUTURE

This section outlines policy options that governments may use to harness the trade opportunities. In line with the voluntary nature of green economy policies, and the recognition that national circumstances are to be assessed on a case-by-case basis, the mix of policy tools for harnessing sustainable trade opportunities in the tourism sector, and the timeframes for their implementation, vary from one country to another. Moreover, a country's transition strategy may be defined in relation to government decisions at the most senior level, or gradually, from initiatives at lower levels by ministries and local government authorities, as well as in response to initiatives by the private sector.

1. Public investment and spending

- Create fiscal incentives for making the transport sector more sustainable. Such incentives could, for example include reforming fuel prices and taxes across transport sectors, clearly incorporating the environmental and social external costs (e.g. potential for global human health problems caused by pollution). Such fiscal incentives should also support new and more fuel-efficient transport equipment.

- Make air transport to tourist destinations more sustainable. Improving sustainability of air transport includes, for example, accelerated development and deployment of low carbon emitting fuels in the aviation sector. However, the use of sustainable fuels must not impact global agriculture or lead to rain forest depletion, and should be evaluated on a life-cycle emissions impact basis.⁹ Investments in vehicles to tow aircraft will reduce the use of an aircraft's main engines when they are on the ground. In addition, investing in improving air travel infrastructure efficiencies, including airspace and air-traffic management could yield significant benefits.

- Invest in sustainable small and medium size tourism companies. One example is microcredit financing for local communities in areas with high ecotourism potential. In this respect, it is important to establish, where necessary, appropriate guidelines and regulations in accordance with national priorities and legislation for promoting and supporting sustainable tourism.

- Invest in accelerating green hotel refurbishment and green construction. Supporting energy efficient heating, cooling, lighting and building systems can make a substantial impact in the tourism

operations. Water-saving equipment and techniques should be introduced, such as lowflow showerheads, and low-flow toilets. Where irrigation is a major factor for water use in tropical resort hotels, design of gardens should be re-considered, turning to less extensive areas in need of irrigation and to more drought-resistant plants. In addition, hotels should ensure waste is treated. Guests should be encouraged to re-use towels and informed that linen will not be changed daily. Educational programmes for staff and information for tourists can also contribute to reduced energy and water use.

2. Identification of market-based instruments

o Identify and evaluate opportunities for sustainable tourism development. The success of tourism destinations is best evaluated not only in terms of arrivals or international tourism receipts, but also in terms of broader economic, social and environmental impacts. Valuation exercises can help identify opportunities for sustainable tourism development in areas where demand readily exists. Tools such as business surveys and the Tourism Satellite Accounts can support policy design and business strategy. Particular attention should also be paid to the Global Sustainable Tourism Criteria for Hotels and Tour Operators that was released in March 2012

- Emphasise sustainability in tourism promotion and marketing initiatives. Marketing campaigns that motivate companies and operators to advertise their sustainability credentials through the Internet and foreign tourism offices can build a competitive edge over less sustainable tourism options. For example, linking sustainability practices or protected areas and cultural sites more closely to tourism marketing campaigns will help position sustainable or nature-based ecotourism favourably.

3. International frameworks

- Support the harmonisation of national standards. Promoting harmonisation and adopting internationally recognised standards and criteria for the tourism sector at a global level would provide for a better understanding of the practical aspects of sustainable tourism. It would also enable the monitoring of sustainability aspects of tourism operations and management. Generating consensus on global and regional sustainability standards and metrics for measuring and reporting for example carbon emissions in the tourism sector, and establishing green benchmarks for tourism destinations and travel products, would also enable travellers to make carbon-conscious choices.

- Strengthen networks and share lessons learned on sustainable tourism. Fostering a stronger network in the global ecotourism community could allow developing countries to share success stories and best practices, thus triggering future cooperation between developing countries. Examples are the International Ecotourism Society and the UNWTO's Global Observatory.

- Establish guidelines on carbon offsetting options for tourists. There is a need for clear criteria and guidelines that will allow the comparison and evaluation of the effectiveness of various carbon offsetting services. These guidelines could be further linked to a set of global principles for sustainable tourism.

- Improve trade policy for sustainable tourism. Developing countries may be able to attract further investment in the sustainable tourism sector through multilateral and regional trade agreements. The Economic Community of West African States (ECOWAS), for instance, includes a provision requiring members to coordinate the "marketing of quality tourism into and within the community joint promotion of products portraying natural and socio-cultural values of the region".

4. Enhancing dialogue and capacity building

- Foster partnerships between tourism enterprises and local artisans selling handicrafts. Synergies can be developed with opening up market access for local artisans and handicraft suppliers in locations where tourists will visit, including among others, at local markets, commercial centres in local villages, speciality shops in towns and cities, as well as shops in hotels, museums and airports (ITC 2009).

- Promote the Global Sustainable Tourism Criteria. These are consensus-based international minimum criteria that a tourism business and destination, respectively, should adhere to in order to approach sustainability. The criteria were developed as part of a broad initiative managed by The Partnership for Global Sustainable Tourism Criteria, a coalition of over 40 organisations, working together to foster increased understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles.

- Enhance cooperation between international development institutions and the tourism industry. Ensuring that international development institutions, such as multilateral and bilateral cooperation agencies and development finance institutions can engage, educate and work with the tourism industry, is an essential step to integrate sustainability into policies and management practices.

The staggering impact of climate change and environmental issues means that sustainability cannot be ignored. It is one of the few global trends that is certain to be everpresent over the coming decades, impacting every industry in every part of the world. None more so than the global travel and tourism industry, often portrayed as one of the main offenders. It's not hard to see why - there were a record-breaking 1 billion international arrivals in 2012, each leaving behind their own carbon footprint. By 2030, this number will have grown to 1.8 billion arrivals a year. So the big question is, if 1 billion tourists are already impacting on destinations and the wider environment, what will the impact look like in 2030?

12.5 SUSTAINABLE TOURISM - THE WAY FORWARD

Sustainable tourism has become a buzzword in the world of tourism. But what is it in real terms? There is an overabundance of definitions but in a business context, it is: "A business which attempts to make a low impact on the environment and local culture, while helping to generate, income, employment, and the conservation of local ecosystems." (Urban Environmental Management) It is an ethos, an evolution in the way of doing things - not a type of tourism product. It goes hand in hand (and is sometimes confused) with a number of similar types of tourism. It is important to establish the variations:

Up-and-Coming Trends How will sustainability impact the tourism industry over the coming decades? The following trends are already making a bit of noise and have the potential to go mainstream.

1) Keeping it local : As the cost (both financial and environmental) of travel increases, the local approach will take centre stage. This trend has been in evolution over the past decade under the guises of authentic and experiential tourism - unlike these trends however, the local approach will be driven more by need rather than consumer demand. Industry commentators expect a shift in the balance of power with local communities and suppliers taking greater control of how destinations are managed. This trend is visible, for example, in hotels that source their produce, employees, materials and services from their immediate vicinity.

2) Labeling your credentials : The food industry has been marketing products with fair trade, organic and locally produced labels for decades. Destinations and tourism providers are increasingly doing the same to promote their hard earned credentials and certifications. The travel site, Travelocity for example, provides consumers with the largest Green Hotel Directory through which it only works with certification programmes and does not accept self-certified hotels. Sustainability is not yet a 'must' for today's consumer, but when it is, certifications will likely become a key focus of product marketing.

3) Beware of green washing : Green washing is a trend whereby goods or services are marketed as more sustainable than they actually are. There is a concern that this superficiality will cause consumers to become increasingly disillusioned and sceptical, thereby derailing the evolution of sustainable tourism. Businesses must therefore be careful not to be seen as jumping on the bandwagon when going out to market.

4) Opportunities ahead : Changing trends, preferences and policies in sustainability will open up new market opportunities for those businesses ready to take them. One of these opportunities could be a growing demographic known as "LOHAS", an acronym for "Lifestyles of

Health and Sustainability". LOHAS is driven by eco-conscious, well educated consumers and, according to industry experts, could be the tourism industry's next new premium sector. The early birds in this scenario will be those businesses that have successfully established sustainable policies, environmental awareness and demonstrate respect for local cultures.

5) Zero impact tourism : (The Holy Grail) In 2008, United Arab Emirates began work on the Masdar City Project - the world's first zero-carbon city. Due for completion in 2020, the new city is expected to house 50,000 people and will rely entirely on solar, wind and other renewable energy sources. Subterranean electric driverless cars and light rail lines will be the transport of choice. This may be a utopian vision of the future but it is doubtful that zero-carbon cities will emerge as a trend anytime soon - after all, not many destinations have the resources to fund a \$22 billion project. The interim solution seems to be offsetting carbon emissions via 'Polluter Pay' principles. Measures such as aviation fuel tax, air passenger duty, 'pay-as-you throw' waste schemes and reforestation programmes are all examples of the polluter paying. The unique challenge for Northern Ireland will be trying to balance any potential Polluter Pay measures with the sensitive subject of visitor access.

12.6 SUMMARY

Climate change, population growth, shortages of oil and other resources will have dramatic impacts on how, where, when - and even if - people travel, and will reshape the industry over time. The concept of sustainability holds the key for the future of tourism industry. As highlighted in the Rio+20 Outcome Document, well-designed and managed tourism can make a significant contribution to sustainable development. This unit has illustrated several opportunities for sustainability, such as increased demand for tourists to stay in certified resorts. This unit also highlights how the non-consumptive usage of forests, coastal and marine environments and farms for recreational and tourism services provides opportunities for sustainable development. However, in order for developing countries to be able to fully participate in these opportunities, many challenges need to be overcome. Meeting standards in export markets remains problematic for producers and economic operators in developing countries. The cost and know-how needed for achieving compliance with certification requirements can act as a barrier for greener trade. In addition, sustainable tourism depends heavily upon capital investments and R&D (particularly for green hotel refurbishment and sustainable transport options for tourists), which in turn depend on the availability of human and financial resources. It is important to foster partnerships at all levels of the tourism chain and focus and establish clear priorities at the national, regional and international levels.

12.7 CHECK YOUR PROGRESS

1. Explain the sustainable practices in the tourism industry
2. Explain the opportunities for sustainability in the subsectors of tourism industry
3. Explain how sustainability can be maintained in tourism in the future
4. What is LOHAS?
5. Explain the role of Government and Private sector in making tourism sustainable in the future

12.8 ANSWER KEY

1. Refer section 12.2
2. Refer section 12.3
3. refer section 12.2 and 12.5
4. Refer section 12.5
5. Refer section 12.2

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BLOCK-4: ECO-TOURISM POLICY & ENVIRONMENTAL PROTECTION

UNIT - 13: ECOTOURISM POLICY AND LEGISLATION

STRUCTURE:

- 13.0 OBJECTIVES
- 13.1 INTRODUCTION
- 13.2 INTERNATIONAL ENVIRONMENTAL PROTECTION ACTS AND TREATIES
- 13.3 MAJOR ENVIRONMENT POLICIES AND LEGISLATIONS IN INDIA
- 13.4 ENVIRONMENT (PROTECTION) ACT
- 13.5 THE WILDLIFE PROTECTION ACT
- 13.6 FOREST CONSERVATION ACT, 1980
- 13.7 NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN
- 13.8 ISSUES INVOLVED IN ENFORCEMENT OF ENVIRONMENTAL LEGISLATION
- 13.9 ECOTOURISM POLICY & GUIDELINES, 1998
- 13.10 SUMMARY
- 13.11 CHECK YOUR PROGRESS
- 13.12 ANSWER KEY
- 13.13 REFERENCES

13.0 OBJECTIVES

After reading this unit you should be able to,

- Discuss the need for having ecotourism legislation
- Understand international framework of environmental acts and treaties
- Explain major environmental legislation in India
- Understand the governmental guidelines for ecotourism in India

13.1 INTRODUCTION

Ecotourism is undoubtedly big business across the world. Ecotourism policy may be defined as whatever governments choose to do or not to do with respect to ecotourism. Ecotourism if unregulated can have lasting impacts on the environment. There is a growing concern about the effects of ecotourism on nature. But however ecotourism continues to be a popular concept for governments and industry to adopt. There are those who think that brand 'ecotourism' has run its length and is on its way out, especially in the west and tourist-source countries. But sadly, this is not the case in countries like India where ecotourism still reigns supreme as a feasible concept and gets active government support and industry investment. Ecotourism continues to be a popular option because of its claim to support conservation attempts through the market-based mechanism. Moreover, very little regulation exists for ecotourism development in India with amendments to existing environmental laws and policies that facilitate rather than regulate.

Stockholm Declaration of 1972 was perhaps the first major attempt to conserve and protect the human environment at the international level. As a consequence of this Declaration, the States were required to adopt legislative measures to protect and improve the environment. Accordingly, Indian Parliament inserted two Articles, i.e., 48A and 51A in the Constitution of India in 1976. Constitution rightly directs that the State shall endeavour to protect and improve the environment and safeguard forests and wildlife of the country. Similarly, clause (g) of Article 51A imposes a duty on every citizen of India, to protect and improve the natural environment including forests, lakes, river, and wildlife and to have compassion for living creatures.

13.2 INTERNATIONAL ENVIRONMENTAL PROTECTION ACTS AND TREATIES

Antarctic Treaty System

The Antarctic Treaty System comprises a lot of different treaties that regulate the ways in which nations can interact with Antarctica. Since there is no native population of people that call Antarctica home, there is no technical "ownership" of the continent. In the past, this has caused a certain

amount of concern within the international community as to the possibility of individual nations asserting ownership over the continent. The Antarctic Treaty System presents a framework upon which international relations can be based when it comes to issues regarding Antarctica. The major provisions in the treaty system are to promote free scientific investigation, and the banning of all military activity on the entire continent. Due to the strict levels of protection in place, interacting with wildlife or adversely affecting the environment of Antarctica is strictly forbidden.

Convention on Biological Diversity

This is a legally binding, international treaty whose focus is to promote biological diversity through a number of different methods. Primarily, the treaty seeks to reach its goals through conservation, sustainable use, and the equitable sharing of genetic biological resources. This basically means that the treaty is designed to help promote national strategies for conserving biological diversity, as well as for its sustainable use. The aspect of the treaty that most directly relates to ecotourism is the provision for the protection of local ecological knowledge and for the creation of educational initiatives. This has led to a growing amount of tourism opportunities throughout many of the areas that have signed and implemented this treaty. The United States of America is the only large developed country in the western world- and one of only three recognized world nations-- that has not ratified the treaty.

Convention on International Trade in Endangered Species of Wild Fauna and Flora

The Convention on International Trade in Endangered Species of Wild Fauna and Flora, also known as "CITES", is a treaty which aims to protect wildlife from over-exploitation from international trade. The treaty provides different levels of protection for a large list of plant and animal species, working to protect their numbers in the wild. It does this by imposing a specialized permitting system on the transport and trade of specific listed species. By creating these extra hurdles, CITES has created an environment that has had a significant impact on the rampant over-exploitation of the species it monitors. The biggest effect that this has had on ecotourism is that it has made the industry much more sustainable. Before the ratification of the treaty, trade in wild animals was largely regulated by local laws which can sometimes be abhorrently unproductive. By promoting the protection of exotic wild animals, CITES has led to a larger amount of biodiversity which has in turn made ecotourism more profitable. It is important for tourists to keep these regulations in mind whenever they find themselves in a position to buy animal parts or live animals in local bazaars.

Ramsar Convention

The Ramsar Convention is an international treaty that creates a structure through which nations can work together toward the conservation and sustainable use of wetlands. The treaty states a

number of different social, recreational, and ecological functions that wetlands serve, and creates a number of provisions to help protect them from over-exploitation. The treaty is the largest international effort ever undertaken to promote the health, conservation, and study of wetland habitat. One of the largest impacts of this treaty has been on international water quality. Since wetlands act as filters for rainwater and runoff before they run to an aquifer, wetlands are an integral component of a sustainable water cycle. For tourists, a major benefit is not only the protection of genuinely wild landscapes, but also the protection of the many species of birds that rely on this healthy wetland habitat for their survival. For example, Canada alone has protected over 50,000 mi² through its involvement in this program. This has led to a significantly lower impact on wild bird populations, and has in turn led to the continuation of the tourism industry that thrives around Canada's birding opportunities. The Brazilian Pantanal-- one of the largest wetlands in the world-- has also gained a significant level of protection from the Ramsar Convention.

13.3 MAJOR ENVIRONMENT POLICIES AND LEGISLATIONS IN INDIA

The Ministry of Environment & Forests is the nodal agency in the administrative structure of the Central Government, for the planning, promotion, co-ordination and overseeing the implementation of environmental and forestry programmes. The Ministry is also the Nodal agency in the country for the United Nations Environment Programme (UNEP). The principal activities undertaken by Ministry of Environment & Forests, consist of conservation & survey of flora, fauna, forests and Wildlife, prevention & control of pollution, afforestation & regeneration of degraded areas and protection of environment, in the frame work of legislations. The main tools utilized for this include surveys, impact assessment, control of pollution, regeneration programmes, support to organizations, research to solve solutions and training to augment the requisite manpower, collection and dissemination of environmental information and creation of environmental awareness among all sectors of the country's population.

The Central Pollution Control Board (CPCB), statutory organisation, was constituted in September, 1974 under the Water (Prevention and Control of Pollution) Act, 1974. Further, CPCB was entrusted with the powers and functions under the Air (Prevention and Control of Pollution) Act, 1981. It serves as a field formation and also provides technical services to the Ministry of Environment and Forests of the provisions of the Environment (Protection) Act, 1986.

The laws pertaining to ecotourism are current environment and forest laws; there are no laws on tourism at the national or state levels.

Ecotourism in India - policy and regulatory implications

India has a history of colonial rulers usurping control of natural resources from indigenous and local communities that has led to the breaking down of traditional management and knowledge systems of conservation. The process continued post-independence, which led to the adoption of an exclusionary model of conservation complemented with sometimes stringent laws. This has resulted in intensification of conflicts between communities and the authorities. Where the authorities have been unsuccessful in conserving forests effectively, under pressure from commercial and political forces, there are numerous community-initiated and communitybased conservation process across the country.

On a parallel level, ecotourism is being vigorously propagated in many of these protected areas and community conserved areas. The push for this kind of propagation is emerging from national and state level ecotourism / tourism policies, projects of international financial institutions and inter-governmental agencies. Drawing from international guidelines prepared by tourism industry associations and organisations, the Ecotourism Policy & Guidelines, 1998 issued by the Ministry of Tourism - Govt. of India, represents interests of global industry players. The policy approach is environmental protection for sake of profits. The policy outlines all ecosystems of India as ecotourism resources and states that these have been well protected and preserved. Where the policy enlists its principles and elaborates operational aspects for key players in the ecotourism business, the role of communities is considerably reduced to protecting environmental resources and providing services to tourism in the role of 'hosts'. An environment protected by communities is a resource for ecotourism when tourists experience the natural beauty.

Indigenous and local communities become important "stakeholders" thereby becoming subservient to a process where environmental protection is vested from their control and is being pursued for the sake of supporting economic enterprise. What the policy fails to realise is the cross linkages between ecotourism and the social, cultural, economic and institutional processes of indigenous and local communities. Their lives are very closely linked to the environment they live in and their customs and traditions bear strong linkages to it. The Tourism Policy for the Andaman and Nicobar Islands is a rather simplistic document serving very little of its purpose of providing guideline and principles for implementation . Chhattisgarh does not have an ecotourism policy. Information on ecotourism sites is provided on the official website which states that one of the major objectives of the policy is to promote economically, culturally and ecologically sustainable tourism in the State; with ecotourism in the 3 national parks and 11 wildlife sanctuaries. The salient features of Madhya Pradesh's Eco and Adventure Tourism Policy, 2001-02 includes measures to involve private

participation, based on activities, locations and financial considerations. The criterion for sanctioning the project as per policy is commercial viability of the project and not meeting environmental standards and zoning regulations. The policy also states that Madhya Pradesh with its richly endowed natural environment, unexploited so far, has immense potential for eco and adventure activities. Uttarakand 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. The Policy's vision is to elevate Uttarakand into a major tourist destination both nationally and internationally and make Uttarakand "synonymous to tourism". 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."

The state policies focus on ecotourism through private sector investment. The policies lay a thrust on opening naturally important and ecologically sensitive areas for ecotourism. That the lives and livelihoods of communities dependent on these natural resources will be impacted, and severely so if ecotourism is unregulated, is hardly acknowledged in the state level policies. It is the rich natural heritage spread along the forests, mountains, coasts and rivers, all of which are the living spaces of communities, which constitute the 'tourism product'. Even Protected Areas, which have by definition prohibit commercial activities, are now being seen as potential tourism areas. It is the location of tourism, a resource-intensive activity, in these areas that gives rise to a conflict of interests between the needs of local communities and conservation with the needs of a consumer oriented industry which understands nature as an economic commodity.

The Ministry of Environment & Forests - Government of India took steps for setting up protected areas: national parks and wildlife sanctuaries, and later community reserves and conservation reserves under the Wild Life (Protection) Act, 1972 and its subsequent amendments. Large populations of indigenous and local communities were displaced when these protected areas were notified. And now, the forest departments of many Indian states, planned to develop ecotourism in many of these protected areas. In many cases, the operations involve the services of indigenous / local communities in the form of guides and workers in lodges etc. While there are inherent problems in the manner in which this form of ecotourism is done, i.e. largely driven by forest departments with little participation of communities in decision making and benefits largely going to state exchequers, ecotourism is nevertheless being promoted as a conservation scheme. Moreover, community-owned tourism initiatives are still playing a marginal role compared to the other tourism schemes, which are often labelled as ecotourism and developed by large, often global tour operators. They consider ecotourism as a source of sustainable livelihood supplement and not to compete for markets. It is extremely

hard for communities to compete with a market that is fiercely competitive and which controlled by financial interests in tourist destinations. Also, negative impacts on local communities can be significant as operators are very likely to export their adverse environmental impacts, such as refuse, waste water and sewage, to parts of the surrounding area unlikely to be visited by tourists. Most often, governments have overlooked these initiatives and have extended little support. They have also promoted different versions of tourism as ecotourism with no inkling of conservation. Another worrying factor is that governments have used undemocratic means to assert their roles through policies. Attempts like the World Bank supported Joint Forest Managements (JFM) and India Eco Development Projects have not contributed much to this impasse since it did not address core issues of community control and access to natural resources. When ecotourism development permeates these realms of control, the fundamental issues of community rights remain unresolved and the stewardship is shifted to the ecotourism industry and its players from the community.

The laws pertaining to ecotourism are current environment and forest laws; there are no laws on tourism at the national or state levels.

13.4 ENVIRONMENT (PROTECTION) ACT

This Act was passed to protect the environment, as there was a growing concern over the deteriorating state of the environment. As impacts grew considerably environmental protection became a national priority in the 1970s. The decline in the environmental quality, was evidenced by increasing pollution, loss of forest cover and an increasing threat to biodiversity. The Environment (Protection) Act, 1986 not only has important constitutional implications but also an international background. The spirit of the proclamation adopted by the United Nations Conference on Human Environment which took place in Stockholm in June 1972, was implemented by the Government of India by creating this Act. Although there were several existing laws that dealt directly or indirectly with environmental issues it was necessary to have a general legislation for environmental protection because the existing laws focused on very specific types of pollution, or specific categories of hazardous substances or were indirectly related to the environment through laws that control landuse, protect our National Parks and Sanctuaries and our wildlife.

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.

a. Coastal Regulation Zone Notification, 1991: This is an important piece of legislation guiding anthropogenic activities along the coast. However, twenty amendments have been made to the Notification over the years which have diluted and rendered many of the protective clauses

meaningless.

b. Environmental Impact Assessment Notification, 2006: The Notification has totally omitted Environmental Impact Assessments for tourism projects as against its predecessor, the Notification of 1991, that required Environmental Impact Assessments of tourism projects.

National Environment Policy 2006: The Policy promotes ecotourism in many fragile ecosystems and overlooks tourism as an impacting agent.

13.5 THE WILDLIFE PROTECTION ACT

This Act passed in 1972, deals with the declaration of National Parks and Wildlife Sanctuaries and their notification. It establishes the structure of the State's wildlife management and the posts designated for Wildlife Management. It provides for setting up Wildlife Advisory Boards.

It prohibits hunting of all animals specified in Schedules I to IV of the Act. These are notified in order of their endangeredness. Plants that are protected are included in schedule VI. The Amendment to the Wildlife Protection Act in 2002 is more stringent and prevents the commercial use of resources by local people. It has brought in new concepts such as the creation of Community Reserves. It has also altered several definitions. For instance in animals, fish are now included. Forest produce has been redefined to ensure protection of ecosystems.

While there are several changes, the new Act still has serious issues concerned with its implementation. Laws are only as good as the ones that can be complied with. The Act is expected to deter people from breaking the law. However, there are serious problems due to poaching. One cannot expect to use the Act to reduce this without increasing Forest Staff, providing weapons, jeeps, radio equipment, etc. for establishing a strong deterrent force.

Penalties: A person who breaks any of the conditions of any license or permit granted under this Act shall be guilty of an offence against this Act. The offence is punishable with imprisonment for a term which may extend to three years or with a fine of Rs 25,000 or with both. An offence committed in relation to any animal specified in Schedule I, or Part II of Schedule II, like the use of meat of any such animal, or animal articles like a trophy, shall be punishable with imprisonment for a term not less than one year and may extend to six years and a fine of Rs 25,000. In the case of a second or subsequent offence of the same nature mentioned in this sub-section, the term of imprisonment may extend to six years and not less than two years with a penalty of Rs.10,000

13.6 FOREST CONSERVATION ACT,1980

The law prohibits conversion of forest land for 'nonforest' activities (any activity that does not

support protection and conservation of 7 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.

India's first Forest Policy was enunciated in 1952. Between 1952 and 1988, the extent of deforestation was so great that it became evident that there was a need to formulate a new policy on forests and their utilisation. Large tracts of forestland had already been diverted to other uses. The earlier forest policies had focused attention on revenue generation only. In the 1980s it became clear that forests must be protected for their other functions such as maintenance of soil and water regimes centered around ecological concerns. It also provided for the use of goods and services of the forest for its local inhabitants. The new policy framework made conversion of forests into other uses much less possible. Conservation of the forests as a natural heritage finds a place in the new policy, which includes the preservation of its biological diversity and genetic resources. It also values meeting the needs of local people for food, fuelwood, fodder and non-wood forest products that they subsist on.

It gives priority to maintaining environmental stability and ecological balance. It expressly states that the network of Protected Areas should be strengthened and extended. In 1992, the 73rd and 74th Amendments to the Constitution furthered governance through Panchayats.

Penalties for offences in Reserved Forests: No person is allowed to make clearings or set fire to a Reserved Forest. Cattle are not permitted to trespass into the Reserved Forest. Felling, collecting of timber, bark or leaves, quarries or collecting any forest product is punishable with imprisonment for a term of six months, or with a fine which may extend to Rs.500, or both. A person who commits any of the following offences like felling of trees, or strips off the bark or leaves from any tree or sets fire to such forests, or kindles a fire without taking precautions to prevent its spreading to any tree mentioned in the Act, whether standing or felled, or fells any tree, drags timber, or permits cattle to damage any tree, shall be punishable with imprisonment for a term which may extend to six month or with a fine which may extend to Rs.500, or both. When there is a reason to believe that a forest offence has been committed pertaining to any forest produce, the produce together with all tools used in committing such offences may be seized by any Forest Officer or Police Officer.

Every officer seizing any property under this section shall put on the property a mark indicating the seizure and report the seizure to the Magistrate who has the jurisdiction to try the offence.

Any Forest Officer, even without an order from the Magistrate or a warrant, can arrest any

person against whom a reasonable suspicion exists.

13.7 NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN

The plan deals with gross impacts of tourism activities in major ecosystems 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 & 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.

13.8 ISSUES INVOLVED IN ENFORCEMENT OF ENVIRONMENTAL LEGISLATION

Environmental legislation is evolved to protect our environment as a whole, our health, and the earth's resources. The presence of a legislation to protect air, water, soil, etc. does not necessarily mean that the problem is addressed. Once a legislation is made at the global, National or State level, it has to be implemented. For a successful environmental legislation to be implemented, there has to be an effective agency to collect relevant data, process it and pass it on to a law enforcement agency. If the law or rule is broken by an individual or institution, this has to be punished through the legal process. Information to law enforcement officials must also come from concerned individuals. In most situations, if no cognizance is given, the interested concerned individual must file a Public Interest Litigation (PIL) for the protection of the environment.

There are several NGOs in the country such as WWF-I, BEAG and the BNHS which take these matters to court in the interest of conservation. Anyone can request them to help in such matters. There are also legal experts such as MC Mehta who have successfully fought cases in the courts to support environmental causes. A related issue is the fact that there are several irregular practices for which a bribe to an unscrupulous official is used to cover up an offence. Thus the general public must act as a watch dog not only to inform concerned authorities, but also to see that actions are taken against offenders.

13.9 ECOTOURISM POLICY & GUIDELINES, 1998

Drawing from international guidelines prepared by tourism industry associations and organisations, the Ecotourism Policy & 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 ecosystems of India as ecotourism resources and states that these have been well protected and preserved. Where the policy enlists its principles and elaborates operational aspects for key players in the ecotourism business, the role of communities is considerably reduced to protecting environmental resources

and providing services to tourism in the role of 'hosts'. An environment protected by communities is a resource for ecotourism when tourists experience the natural beauty. Indigenous and local communities become important "stakeholders" thereby becoming subservient to a process where environmental protection is vested from their control and is being pursued for the sake of supporting economic enterprise. What the policy fails to realise is the cross linkages between ecotourism and the social, cultural, economic and institutional processes of indigenous and local communities. Their lives are very closely linked to the environment they live in and their customs and traditions bear strong linkages to it.

It is understood that the primary benefit of wildlife and nature tourism must be the destination itself and then the communities living around the destination. Towards this end, with the involvement of civil society institutions, the ecotourism guidelines must find synergy and collaboration between the Central Government, State Government, hospitality sector, State Forest Department and PA management. Travel professionals should be involved in the process as they would be necessary to the process of enriching local communities with paying customers in newly created nature conservancies

State Governments

The State Government must develop a State-level Ecotourism Strategy - a comprehensive plan to ensure, inter alia:

- Wilderness conservation in biologically rich and ecologically sensitive landscapes.
- Local community participation and benefit-sharing through setting up of facilities in revenue/private lands.
- Sound environmental design and use of locally produced and sustainable materials.
- Conservation education and training.
- Adequate monitoring and evaluation of the impact of ecotourism activities.
- Capacity building of local communities in planning, providing and managing ecotourism facilities.

Protected Area Management

Each Protected Area must develop its own Ecotourism Plan, as part of its Tiger Conservation Plan, Management Plan, or Annual Plan of Operation, and should be duly approved by the CWLW of the State and the NTCA (where relevant). The plan should be consistent with the State Ecotourism Strategy and must be approved by the LAC and the State Government. An ecotourism plan for

each PA must be put in the public domain (including in local languages) by December 30, 2011 and notified by March 31, 2012.

The plan should:

1. Identify (using GIS) and monitor the ecologically-sensitive areas surrounding PAs, in order to ensure the ecological integrity of corridor/buffer areas so as to prevent corridor pinching/destruction and work to expand/restore such critical areas.

2. Assess the potential of private land holdings to be converted into community conservancies that can accommodate spillover populations of wildlife from core areas and thus reduce pressure on the core areas.

3. Any tourism plan, private or governmental, which the CWLW/WTSC believe negatively impacts the PA should be disallowed. The final decision of how many visitors/cars are to be allowed into the national park or sanctuary confine must be left to the PA management which should set a ceiling on the number of visitors/vehicles allowed to enter a PA at any given time, based on their own assessment of the carrying capacity of the habitat.

4. Indicate the area open to tourism in the reserves to be designated as ecotourism zones.

5. Develop a participatory community-conservancy based tourism strategy to ensure viable, just and long-term local-community benefit-sharing.

6. Develop codes and standards for privately-operated tourist facilities located in the vicinity of core/critical wildlife habitats, eco-sensitive zones or buffer areas, with a view to, inter alia, ensure benefits and income to local communities.

7. Develop monitoring mechanisms to assess both the negative and positive impacts of tourism activities.

8. Develop generic guidelines for environmentally acceptable and culturally appropriate practices, and low-carbon, biodiversity-friendly rules, norms and guidelines for all new constructions/facilities.

Given that traditional tourism has been happening in national parks/sanctuaries; many of which now form part of core/critical tiger habitat or critical wildlife habitat, and also taking note of the need to implement the provisions of the Wildlife (Protection) Act, 1972, the following directions should guide the policy and strategy of all state ecotourism plans:

- Tourism infrastructure must conform to environment-friendly, low-impact architecture, including solar energy facilities, waste recycling systems, rainwater harvesting systems, natural cross-ventilation, reduced used of asbestos, controlled sewage disposal and continuity with the surrounding

habitat.

- Protected Area authorities must ensure that all facilities within a five kilometre radius of core/critical wildlife habitats/Protected areas/reserves adhere to all environmental clearances, noise pollution norms, and are non-polluting, blending in with surroundings. Severe penalties must be imposed for non-compliance.

- There shall be a complete ban on burying, burning or otherwise disposing non-biodegradable or toxic waste in the tourism area.

- To regulate the number of visitors/vehicles into the park, the state tourism authorities must demonstrate for the benefit of the State Wildlife Advisory Board an advance booking system that is effectively able to control tourist and vehicle numbers. As is the case with air and rail bookings, rules and confirmation must be available on the Internet in a transparent and first-come, first served basis.

- Protected Area must delineate suitable areas for visitor interpretation, toilets facilities, which should be planned in a site-specific manner.

- In the case of tiger reserves, ecotourism should be under the oversight of the respective Tiger Conservation Foundations for each tiger reserve, to enable Eco Development Committees/village forest committees/forest cooperatives to strengthen the institutional framework through MoU.

13.10 SUMMARY

Conservation and protection of the environment have been an inseparable part of Indian heritage and culture. Realizing its importance, the Indian State has also enshrined it in the Constitution which requires both the state and the citizen to "protect and improve the environment".

The liberalization and globalization of the economy makes it imperative that we increase our vigil to ensure that industrial growth is not at the cost of the environment. Natural resources need to be protected and nurtured. Ancient civilizations self-destructed when they over-exploited their resource base.

13.11 CHECK YOUR PROGRESS

1. Explain the various international environment treaties
2. Discuss the status of eco legislation in India
3. Explain forest conservation act
4. Explain ecotourism guidelines and policy in India

13.12 ANSWER KEY

1. Refer section 13.2
2. Refer section 13.3
3. Refer section 13.6
4. Refer section 13.9

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4. <http://moef.nic.in>

UNIT - 14 : GLOBAL CODE OF ETHICS FOR TOURISM

STRUCTURE

- 14.0 OBJECTIVES
- 14.1 INTRODUCTION
- 14.2 UNDERSTANDING GLOBAL CODE OF ETHICS FOR TOURISM
- 14.3 PROCEDURES FOR CONSULTATION AND CONCILIATION FOR THE SETTLEMENT OF DISPUTES WITH REGARD TO APPLICATION OF THE CODE OF ETHICS FOR TOURISM
- 14.4 PRIVATE SECTOR COMMITMENT TO THE UNWTO GLOBAL CODE OF ETHICS FOR TOURISM
- 14.5 SUMMARY
- 14.6 CHECK YOUR PROGRESS
- 14.7 ANSWER KEY
- 14.8 REFERENCES

14.0 OBJECTIVES

After reading this unit you should be able to,

- Discuss the need for having global code of ethics for tourism
- Understand the significance of global code of ethics
- Discuss the role of stakeholders in maintaining ethical practices
- Analyse the commitment of private sector towards global code of ethics

14.1 INTRODUCTION

The international community regularly calls for global action to provide more decent lives for more of earth's inhabitants, while securing the future for everyone. Those common calls to action invoke a set of global moral practices - practices like economic development, public health, human rights regulation, and environmental protection. Most countries rely on their local legal and ethical systems to try to solve global problems. In order to achieve the leadership which is needed, we need to cooperate globally. Hence there is a need to have global code of ethics for tourism

Tourism organizations are beginning to realize that promoting their ethical stance can be good business as it potentially enhances a company's profits, management effectiveness, public image and employee relations. The substantial growth of tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to over 700 million in 2002, corresponding to an average annual growth rate of 6.6% (World Tourism Organization, 2005). In addition to the numerical growth of tourism, there has been an increasing geographic spread of tourism to encompass almost all the reaches of the globe.

"We live in a time when the products of our private and governmental organizations have become so technologically powerful that they can have almost instantaneous national or global effects. The size of these organizations and the reach of these technologies mean that ethical failures can have worldwide consequences. That's why an understanding of organizational ethics and culture is so crucial now." (Ingbar J, 2004)

14.2 UNDERSTANDING GLOBAL CODE OF ETHICS FOR TOURISM

The Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles whose purpose is to guide stakeholders in tourism development like central and local governments, local communities, the tourism industry and its professionals, as well as visitors, both international and domestic. The United Nations Commission on Sustainable Development meeting in New York in

April, 1999 endorsed the concept of the Code and requested UNWTO to seek further input from the private sector, non-governmental organizations and labour organizations. Written comments on the code were received from more than 70 UNWTO Member States and other entities. The resulting 10 point Global Code of Ethics for Tourism is the culmination of an extensive consultative process. Thus Global code of ethics for tourism was approved by a resolution at the thirteenth World Tourism Organisation General Assembly held at Santiago, Chile, in 1999. The United Nations Economic and Social Council (ECOSOC), in its substantive session of July 2001, adopted a draft resolution on the Code of Ethics and called on the UN General Assembly to give recognition to the Code. The official recognition by the UN General Assembly to the Global Code of Ethics for Tourism came on 21 December 2001, through its resolution A/RES/56/212, by which it further encouraged the World Tourism Organization to promote an effective follow-up of the Code.

ARTICLE 1

Tourism's contribution to mutual understanding and respect between peoples and societies

1. The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth;

2. Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs;

3. The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome;

4. It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or Article 1 workers in the tourism industry, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws;

5. When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or

injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;

6. Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks;

ARTICLE 2

Tourism as a vehicle for individual and collective fulfillment

1. Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practiced as a privileged means of individual and collective fulfillment; when practiced with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity;

2. Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples;

3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad;

4. Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial forms of tourism, which deserve encouragement;

5. The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged;

ARTICLE 3

Tourism, a factor of sustainable development

1. All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations;

2. All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities;

3. The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy;

4. Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas; 5. Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites;

ARTICLE 4

Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement

1. Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them;

2. Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourist visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship;

3. Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage;

4. Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized;

ARTICLE 5

Tourism, a beneficial activity for host countries and communities

1. Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them;

2. Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower;

3. Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities;

4. Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned;

ARTICLE 6

Obligations of stakeholders in tourism development

Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part;

2. Tourism professionals, insofar as it depends on them, should show concern, in cooperation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services; likewise, they should ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations;

3. Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfillment of tourists and allow them, during their travels, to practise their religions;

4. The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel; Article 6

5. Governments have the right - and the duty - especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits;

6. The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism;

ARTICLE 7

Right to tourism

1. The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants; the increasingly extensive participation in national and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way;

2. The universal right to tourism must be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights;

3. Social tourism, and in particular associative tourism, which facilitates widespread access to

leisure, travel and holidays, should be developed with the support of the public authorities;

4. Family, youth, student and senior tourism and tourism for people with disabilities, should be encouraged and facilitated;

ARTICLE 8

Liberty of tourist movements

1. Tourists and visitors should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination;

2. Tourists and visitors should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force;

3. Tourists and visitors should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically;

4. Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected; 16 Global Code of Ethics for Tourism Article 8 17 Global Code of Ethics for Tourism

5. So far as the economic situation of the countries from which they come permits, travellers should have access to allowances of convertible currencies needed for their travels;

ARTICLE 9

Rights of the workers and entrepreneurs in the tourism industry

1. The fundamental rights of salaried and self-employed workers in the tourism industry and related activities, should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints

linked in particular to the seasonality of their activity, the global dimension of their industry and the flexibility often required of them by the nature of their work; 2. Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector;

3. Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors - especially in the area of small and medium-sized enterprises - should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions; Article 9

4. Exchanges of experience offered to executives and workers, whether salaried or not, from different countries, contributes to foster the development of the world tourism industry; these movements should be facilitated so far as possible in compliance with the applicable national laws and international conventions;

5. As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industry should not exploit the dominant positions they sometimes occupy; they should avoid becoming the vehicles of cultural and social models artificially imposed on the host communities; in exchange for their freedom to invest and trade which should be fully recognized, they should involve themselves in local development, avoiding, by the excessive repatriation of their profits or their induced imports, a reduction of their contribution to the economies in which they are established;

6. Partnership and the establishment of balanced relations between enterprises of generating and receiving countries contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth;

ARTICLE 10

Implementation of the principles of the Global Code of Ethics for Tourism

1. The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application;

2. The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the

environment or health, with due respect for the general principles of international law;

3. The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics.

14.3 APPLICATION OF THE CODE OF ETHICS FOR TOURISM - CONSULTATION AND CONCILIATION

In the event of a dispute concerning the interpretation or application of the Global Code of Ethics for Tourism, two or more stakeholders in tourism development may jointly submit the matter of such a dispute to the World Committee on Tourism Ethics. This committee as the body of the World Tourism Organization is competent to settle such questions. The Chairman of the Committee shall acknowledge the receipt of the matter in a written communication to the parties and request the Secretary-General to conduct consultations with the parties in order to prepare a report to the Committee, which shall be submitted within a period of thirty days, containing all the relevant facts, a summary of the positions taken by the parties and the Secretary-General's suggestions concerning the recommendations that the Committee may wish to approve for the resolution of the various issues involved. If in the process of such consultations, The Committee shall examine the report of the Secretary General at a session following its submission and shall consider and approve recommendations to the parties regarding the settlement of the matter. To that end, the Committee may decide to set up a panel of three members who shall prepare draft recommendations for the approval of the Committee.

14.4 PRIVATE SECTOR COMMITMENT TO THE UNWTO GLOBAL CODE OF ETHICS FOR TOURISM

In 2011, UNWTO formulated private sector commitment to the Global Code of ethics for tourism for the signature of private enterprises worldwide. In signing the commitment, companies pledge to uphold, promote and implement the values of responsible and sustainable tourism development championed by the Code. They further undertake to report on their implementation of the Code's principles in their corporate governance to the world committee on global ethics. A special focus is on social, cultural and economic matters is one of the main objectives of the Commitment, which draws particular attention to issues such as human rights, social inclusion, gender equality, accessibility, and the protection of vulnerable groups and host communities.

As of March 2015, 375 companies and associations from around the world have signed the Private Sector Commitment to the Code of Ethics. These signatories include enterprises from Albania, Argentina, Armenia, Australia, Azerbaijan, Bahrain, Bolivia, Bulgaria, Canada, Chile, Colombia,

Costa Rica, Cote d'Ivoire, Croatia, Cyprus, Denmark, Dominican Republic, Ecuador, Egypt, Finland, France, Germany, Greece, Hong Kong (China), Indonesia, Japan, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Mexico, New Zealand, Norway, Paraguay, People's Republic of China, Poland, Portugal, Qatar, Republic of Korea, Romania, Slovakia, Slovenia, South Africa, Spain, Sweden, The Netherlands, The Philippines, Tunisia, Turkey, United Kingdom and Uruguay as well as four regional associations from Latin America and Europe

14.5 SUMMARY

Owing to the tremendous growth of tourism in the recent past, it has become necessary for the industry to follow certain ethical guidelines in the tourism business. As one of the world's truly global industries, working with a diversity of cultures, moral and ethical values, future business practitioners face the challenge of global ethics. Ethical tourism is in the best interests of all involved. It offers tour operators a competitive advantage and safeguards the future of the industry by ensuring the long-term sustainability of a destination. It offers the tourists a richer experience, as holidays will draw on the distinctive features of a destination. It is also in the interests of those living there and those working for development, as it can help to combat poverty and contribute to sustainable development.

The Global Code of Ethics for Tourism sets a frame of reference for the responsible and sustainable development of world tourism. It draws inspiration from many similar declarations and industry codes that have come before and it adds new thinking that reflects our changing society at the beginning of the 21st century.

With international tourism forecast to reach 1.6 billion arrivals by 2020, members of the World Tourism Organization believe that the Global Code of Ethics for Tourism is needed to help minimize the negative impacts of tourism on the environment and on cultural heritage while maximizing the benefits for residents of tourism destinations. The Global Code of Ethics for Tourism is intended to be a living document. All stakeholders should read it. Circulate it widely. Participate in its implementation. Only with everybody's cooperation it is possible to safeguard the future of the tourism industry and to expand the sector's contribution to economic prosperity, peace and understanding among all the nations of the world.

14.6 CHECK YOUR PROGRESS

1. Discuss the need for having global code of ethics in tourism
2. Describe the "right to tourism"
3. Describe the obligations of stakeholders in tourism development
4. What are the provisions in the Global code of ethics for making tourism sustainable

14.7 ANSWER KEY

1. Refer section 14.2
2. Refer section 14.3
3. Refer section 14.3
4. Refer section 14.3

14.8 REFERENCES

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UNIT - 15: GREEN HOTELS OR ECOTELS

STRUCTURE:

- 15.0 OBJECTIVES
- 15.1 INTRODUCTION
- 15.2 ECO FRIENDLY PRACTICES IN HOTELS
- 15.3 ECO FRIENDLY CERTIFICATIONS FOR HOTELS
 - 15.3.1 ECOTEL CERTIFICATION
 - 15.3.2 RHS - ECO FRIENDLY HOTELS
 - 15.3.3 LEED CERTIFICATION
 - 15.3.4 CERTIFIED EMISSION REDUCTIONS (CERS)
- 15.4 INDIA'S ECO FRIENDLY HOTEL CHAINS
- 15.5 SUMMARY
- 15.6 CHECK YOUR PROGRESS
- 15.7 ANSWER KEY
- 15.8 REFERENCES

15.0 OBJECTIVES

After reading this unit you will be able to,

- Discuss the environment friendly measures adopted by hotel sector
- Understand the available eco certification programs for hotels
- Understand the eco friendly hotel chains of India

15.1 INTRODUCTION

Hotels have long been important element in the economies of many countries. The enormous increase in tourism of the 20th century has caused the hotel business to outgrow national boundaries and become global in character. Hotels are indispensable for the success of tourism. It is aptly said "No Hotels no Tourism". The relationship between hotels and tourism can be expressed in two ways,

1. Firstly hotels provide the basic ingredients of the total supply of the tourism sector
2. Secondly the bulk of business demand of hotel industry comes from tourism.

While tourism provides considerable economic benefits for many countries its rapid expansion can also be responsible for adverse environmental impacts.

Today many environmental factors like air, water, soil etc are polluted by various means. earth does not have infinite resources but its resources are limited. The limited resources should be conserved and should be utilized properly whenever required.

Exploitation of environment in terms of faster development and changing life style has resulted in various life threatening problems related to environment, environmental pollution is the most rapidly growing hazard of the modern technological society.

For many years people involved with service industries have considered that environmental concerns are only applicable to industrial and manufacturing business what are commonly thought to be the polluting industries. However more recently this view has been challenged by bodies such as the international hotel and restaurant association , the world travel and tourism council (WTTC) and the Hotel catering international management association(HCIMA). although tourism and hotel businesses are often small and consume relatively small proportions of the earth's finite resources and produce low levels of emissions and waste, it is one of the world's largest industry in terms of turnover and job creation. Keeping these issues in view, the industry has come forward to serve the environment and is playing a major role in environment protection by developing awareness and good practice.

15.2 ECO FRIENDLY PRACTICES IN HOTELS

Many hotels around the world are going green for a better tomorrow. Some of the Eco-Friendly practices adopted by hotels are as follows,

Architecture

Hotels give emphasis on structural designing as this is the first step towards energy conservation . the structure is built in such a manner that the focus point faces the northeast, hence reducing electricity consumption by way of lesser air condition and lighting. A false wall and double glazed windows with refractive glasses helps considerably to reduce the energy requirements. building management system is one such system which is used to control heating zones within a hotel. This system can allow energy consumption to be targeted only on those rooms which are occupied by the guests.

Passive energy conservation in design in various ecotels.

The façade:

Depression and protrusion in the façade plays an important role in saving energy, since majority of the dead walls remain under shallow thereby reducing the surface radiation.

The Plan Configuration :

While designing Ecotele rooms , designer emphasize on the room elevation not directly facing the external elements so that the overall heat load is reduced.

Natural lighting in the atrium;

the high rise lobbies have become an order of the day in hotels. It is not only for a majestic first impression of the guests but is essential from the point of maximum usage of natural light . the atrium concept has now been taken up very well by most of the modern hotel architecture and designers. This design incorporates skylight as an architectural element , detailed in a manner of double layered domes to reduce heat load and noise level yet admitting natural light in the atrium space.

Roof top:

Few hotels have swimming pools located on the roof top with 4ft of water body which acts as an insulator from heat. Knool deck is applied around the swimming pool desk to reduce the glare and the surface temperature so that one can walk bare footed around the pool . the hotel can also have a separate block for public spaces like conversation halls wherein , the swimming pools can be crafed on the terrace in order to keep the area below cool by reduring the surface temperature

.. most of the time such public spaces have heavy flow of guests thereby increasing the air conditioning load . with such kind of planning the heat of these areas can be controlled.

Cement :

Hotels are today using PPC[Portland pozzalana cement] which contains 15-20% fly ash , as compared to OPC [ordinary Portland cement].

QED [quiet easily done]

Hotels use QED wall panels which are made from fertilizer waste instead of red bricks , which are made from top soil of the earth . these wall panels are reusable and will save labour and time from curing, plastering and recurring.

ACC [autoclave aerated concrete]:

Another alternative environment friendly material used by most of the hotels is ACC . this material is used for external walling and wet walling structure of the hotels. This is an eco friendly product manufactured by using 60% fly ash . it is the brick substitute building material having excellent thermal insulation properties and better sound absorption coefficient than ordinary bricks.

Triple glazed windows :

the triple glazed window comprises of a hermitically sealed double glazed unit and an added reflexive glass. This triple glazed window blocks the heat of the sun from entering the room and helps in conserving the air condition energy. An added advantage of this unit is that it prevents fabric and furniture colours from fading as the triple glazed unit prevents the infra red light from the sun to enter the room. This windows also helps in effectively out the noise pollution.

Electrical:

The various new trends emerging in ecotels are as follow

- Lamps / fluorescent tubes

Incandescent bulbs are now replaced by energy efficient CFL bulbs which provide much light than ordinary bulbs and subsequently consume less energy.

- Minibars

Minibars used in the guest rooms are equipped with fuzzy logic, which senses the load inside the refrigerator and cools it accordingly thereby saving 40% energy. An added advantage is that this refrigerator is CFC free.

- Electronic reduced voltage soft starter cum energy saver for A/C during the start the motor

acceleration is controlled by gradually increasing the motor current to a reference current ramp limit. In the energy saving mode the applied voltages is adjusted by sensing that the motor current is minimum.

- **Eco button**

These are placed in the guest rooms alongside the bed. When the guest passes this button the air conditioned temperature in the room increases by 2degrees over a period of two hours. The saving in electricity resulting from 2 degree increase in temperature is translated into rupee terms and same is displayed in the guest folio and profile. a certificate is then issued to the guest who has voluntarily participated in conserving energy. A database is then maintained of all these guests and the hotel develops a direct mail link with them, telling them about their ongoing environmental activities. Hotels like oberoi , Bangalore have installed sensors in the balcony doors which switch off the air conditioning the moment the balcony door is opened by the guest or the employee. This helps in energy conservation. Most of the hotels now use the key tag to operate the lights and air conditioning inside the guest room.

- **Plumbing**

Water being one of the earth's most precious resource and vital to life special care is taken by the hotels to conserve the resource by employing careful plant techniques such as, aerators/ floor restrictors, cisterns and flushers,

- **Drinking water treatment using ozone**

This employs ozone which destroys bacteria, virus, spores, moulds and fungi etc. the resultant water is absolutely safe , pure, fresh and healthy. The water is free from chlorine . on the other hand ozone having half life of only 20 minutes, nonreactive ozone reduces to oxygen leaving no trace of toxicity in water. This makes it most environment friendly treatment. Ozonised water is colourless and odourless. Aqua zone diffuses the control dosage of ozone into the drinking water as and when required. Ozone reacts with impurities like microorganisms and chemicals, neutralizing them. the result is clean, fresh and healthy water to drink.

The hotels which are near to heritage sites have a greater responsibility towards environment and have to be very careful in their approach in order to avoid any negative effect on surroundings. Amar vilas hotel, Agra close to Taj mahal has gas turbine fired by propane to boil water instead of diesel in order to check the emission of harmful gases which can react with marble of Taj mahal and degrade it.

- **Guest room amenities**

In keeping with the environmental themes in mind hotels have started placing their entire product with herbal base, which are manufactured under ayurvedic license. These product are not tested on animals and donot contain animal fat.

Some of the eco friendly practices being followed in hotels are being elaborated below, NUWUD MDF (medium density fiber wood)

There is a paradigm shift in hotel outlook when it comes to the excessive usage of expensive solid wood in the interiors as a tool to establish their image. The interior works of hotel is now being made from MDF, which is manufactured using cotton stalks.the cotton tree which grows to a height of 5-6 feet, is cut down after yield and the same usually rendered useless. With the help of advanced technology the waste stalks of the cotton tree then goes through a manufacturing process which includes chipping, sieving, washing and cooking of the fiber chips. After this lengthy procedure medium density fiber wood is produced having all the features of natural wood.

Newspaper

Hotels have started placing newspaper in rooms only on request, in reusable cane basket (optional) instead of the usual paper or plastic bags.

Pens/pencils

Hotels by large use eco friendly pens/ pencils made of recycled cardboard, reprocessed plastic and scrap wood. Scrap wood is obtained from discarded cases used for packing purposes. The eco pencils are not made of wood but of a nontoxic polymer with the use of natural fillers. Wood saver pencils are made using a shaft, which is made of biodegradable material such as talc, gypsum and clay.

Recycling bins

Separate recycling bins with stickers for guest use is placed in all rooms. These stickers are for disposal of dry waste, wet waste and plastics. The guests by means of message cards are requested to dispose the inroom garbage in the bins meant for each type of garbage. The room attendants are trained in collecting this garbage in separate bins are taken for recycling or any other eco friendly means of disposal.

Recycled garbage bags

Garbage bags are made from recycled plastic and milk pouches.

Cut flowers versus potted plants

Hotels are minimizing the use of cut flowers. Instead living vibrant plants are used to bring the beauty of nature indoors.

Stationery

All the stationery placed in most of the hotel guest rooms are made from recycled papers. The folders being placed in the rooms are now being made with jute rather than the traditional leather known for its style statement.

Slippers

The stylish slippers placed in hotel guest rooms are hand crafted from natural reed, which provides maximum comfort and luxury to the guest, which is an eco friendly concept followed by the ecotels.

DND, make my room and laundry signs

Paper door knob cards are now replaced by electronic signs placed outside the room, thus reducing the wastage of paper

Anti slipper mats

Cloth bath mats can now be replaced with anti skid rubber mat, which saves water and electricity which would have otherwise been used for the laundering the mats.

Minimum use of single serving items

Use of condiments like sugar sachets are replaced by using sugar cubes, jams, sauces and ketchup are served in preserved pots. Butter chiplets are being replaced by butter curls.

Hangers

Solid wood hangers placed in guest rooms are now being replaced by hangers made from pressed particle wood or sawdust.

Fruits

Fruits in guest rooms are now placed on request, to avoid wastage. However in order to maintain the standards , a tent card is placed in the rooms requesting guest to contact room service for their complimentary fruit basket.

Shopping bags

Specially designed cloth shopping bags which are made from discarded linen or jute bags are

placed in most of the ecotel shopping arcades and guest rooms usually with an awareness environment message printed on it.

Room freshners

The hotels are no longer using compressed gas based room freshners packed in a can under pressure as these contain CFC. Instead a water based freshner is used which is usually in a concentrated form and can be diluted as per the standards of the organization.

Interactive television

These are televisions in the guest rooms by which the guest can receive the messages on the screen, order room service through interactive television, set top box. The welcome letter and guest bills are also displayed on such televisions thereby reducing the usage of paper.

Gift a plant

Some of the hotels as a token of remembrance gift a sapling to the guest on checkout. This makes the guest also a part of the environment initiatives of the hotels. These saplings are presented to the guest wrapped in a cloth carry bag made from discarded linen with a environment message.

Reuse of leftover amenities

The room attendants are trained to collect all the leftover toiletries from departure rooms and hand over at a central point where soap bars are converted into liquid soap which is then utilized for back area floor cleaning purposes. The shampoo and moisturizers are refilled in containers and given for the usage of employees in the staff lockers.

Reuse of linen

Discarded linen is given to charity organizations or is reused in the hotel by converting in to other useful articles. Bath towels are converted into face towels, bed sheets are converted in to pillow cases, bath mats are utilized for wiping bathroom floors during the cleaning process.

Laundry

Inorder to reduce paper wastage hotels are now using reusable cloth laundry bags, in which the guest could send the cloths for laundering and the same is delivered in reusable cane baskets wrapped in muslin cloth. A laundry button is incorporated in master control panel eliminating the use of laundry pick up tent cards.

In ecotel laundries all the equipments are operated as per the standard capacity, and bio

degradable chemical products are used so that wastage water contains less or no phosphate or chlorine.

Public areas- floor care in public areas

Green floor care involves the use of preventative measures, more environmentally protective or green certified chemicals and more advanced floor care equipments. Green cleaning products which are necessary in a green floor care programme, contain less or no petroleum materials, as well as zinc and other metals. They also use less environmentally harmful, naturally derived extracts from plants such as soy, corn, citrus or seeds and trees.

Waste disposal

Hotels in an endeavour to become a "zero garbage" organization has taken various measures to reduce waste generated. Vermiculture is one of the strategies to tackle the problem of wet garbage.

Carbon trading

Carbon trading is a market based mechanism for helping mitigate the increase of carbon dioxide in the atmosphere. Hotels contribute less in terms of carbon dioxide emissions as compared to other manufacturing industries but have awakened to the environmental obligations and are striving now to become a carbon neutral company.

15.3 ECO FRIENDLY CERTIFICATIONS FOR HOTELS

Various certification that tag hotels as environmentally sensitive is not only an act of creating awareness and earning good will from customers, but it ensures that a right methodology is adopted and maintained throughout the lifecycle of a hotel to be on mission identified.

15.3.1 ECOTEL CERTIFICATION

The ECOTEL collection is an exclusive group of international inns, hotels and resorts that define the concept of environmental responsibility in the hospitality industry. All ECOTEL certified hotels must pass a detailed inspection and satisfy stringent criteria set by environment experts.

Only the hotels that demonstrate the highest level of environmental responsibility and meet certain requirements are awarded the ECOTEL certification.

This certification program was initiated in 1993 by the HVS international eco services in cooperation with environmental experts. This initiative is still entirely financed by HVS international. The purpose of the certification is to help hotel business worldwide to design and implement their environment program.

The ECOTEL certification is based on five areas of environmentalism, each of which is designated by a globe award. These five areas are referred to as the corner stone of environmental responsibility or simply as globes. These globes are,

Energy conservation:

This requires the existence of a formalized framework to actually reduce the energy consumption of the hotel. For instance whether the hotel has been designed and constructed keeping in mind maximum energy conservation. Factors like whether minimum lighting is being used, the extent of involvement of guests as well as the employees etc. also make a difference to the final score.

Water conservation:

It evaluates effective conservation of water in all departments of the hotel, across all levels. The extent to which water is recycled and utilized is also considered an important factor. Again all employees are expected to be well versed with the water conservation operations of the hotel.

Employee environment education:

It evaluates how involved the employees are in the efforts of the hotel to contribute towards the environment. The hotels should have training modules in place for employees at all levels to familiarize them with the eco friendly initiatives of the hotel.

Solid waste management

The hotel must effectively recycle and manage waste wherever generated. Proper systems for collection, recycling and disposal of these wastes in all departments of the hotel are a must undergo training in the basic solid waste management techniques.

Environmental commitment

The hotel must demonstrate the existence of a formalized commitment towards the preservation and enhancement of the natural environment. It must through all operations, activities and written statements, communicate its commitment to the environment. For eg the mission statement of the hotel must mention its environmental dedication. Additionally every hotel should have a green team headed by a member of the top management ensuring that all departments are working in consonance with hotel's mission of environmental responsibility.

THE SCORING

The inspection for each globe involves three levels of criteria and scoring - primary, secondary and tertiary. hotels applying for certification Must satisfy the primary criterion before an inspection is scheduled. Once it is evident that all the primary criterion have been satisfied, inspections -

unannounced as well as guided by the hotel staff are conducted through out lodging facility to determine if the environmental programs that the hotel reports to have in place are actually part of the daily operations . each department or functional area of the hotel is inspected and scored individually. A percentage score is calculated for the inspection of each department must score above a certain level to be awarded the certification.

ECO membership benefits:

The value of business improves due to

- Increased exposure in the market place
- Higher staff morale
- And better control of operating expenses

15.3.2 RHS - ECO FRIENDLY HOTELS

In 1994 Rues Hotel Selection (RHS) created the first environment friendly referral group system - "eco friendly hotels world wide" in Latin America with a pioneer project in Bolivia. The founder and president of RHS has been involved in sustainable tourism development initiatives since 1976 by designing and developing the first RUES Eco lodge village in Amazon region of Ecuador.

Mission:

RHS mission pursues the triangular system of Conservation , Education, Sustainable tourism Development(CESD) within the hospitality and tourism industry worldwide. The mission statement is as follows,

1. To implement the triangular system of CESD within each member hotel of the referral group of RUES hotel selection- eco friendly hotels worldwide and to contribute toward the conservation of natural, cultural and heritage values and resources.
2. To raise environmental consciousness through continuing education and to increase the social responsibility both internally and externally within each eco friendly hotel. This involves the active participation of owners, managers, architects, staff, suppliers, scientists, academics and guests
3. To take part in tourism development committees by joining efforts of planning, coordination and promotion , towards sustainable tourism development.

classification of RHS Eco friendly member hotels

the classification ranks from 1 to 5 categories of international standard. Each eco friendly hotel will be classified based on,

1. Basic environment oriented operation and equipments/facilities
2. Quality service

15.3.3 LEED CERTIFICATION

The leadership in energy and environmental design (LEED) green building rating system is an internationally recognized third party certification system for the design construction, and operation of high performance green buildings.

The benefits of green building and LEED certification include,

1. Lower operating costs and increased asset value
2. Healthy and comfortable interior environment including clean air, non toxic material use, use of daylight , connection to outdoors
3. Reduced waste
4. Efficient use of energy, water and other natural resources
5. Reduction of green house gas and ozone depleting emissions
6. Improved air and water quality
7. Strong linkages to the community

15.3.4 CERTIFIED EMISSION REDUCTIONS(CERS)

It is issued under the aegis of united nations frame work on climate change convention. These CERs also known as carbon credits, are issued under the clean development mechanism(CDM) of the koyoto protocol. the CERs have been issued after an exhaustive evaluation process. Carbon dioxide emission reduction has been achieved through energy conservation initiatives

15.4 INDIA'S ECO FRIENDLY HOTEL CHAINS

Kamat hotels India took the lead about 19 years ago with orchid hotel at Mumbai. This hotel operated on eco friendly principles without compromising on luxury. The green button program at orchid has been a popular initiative where the guests get redeemable points which he/she may then donate to the group's green cause

Global Hyatt corporation in India has initiated a range of awareness programs like the " no plastic bag zone", special competitions for employees , plantation drives for guests and employees.

The Leela Palace, hotels and resorts is making campaigns and cleanliness drives with posters put up around the hotel. This is supported with waste bins and land scaping. The vegetable oil from

the kitchen is converted into biodiesel.

The Oberoi hotels and resorts has green teams in each of its hotels responsible for energy conservation and green initiatives. The founder chairman of the group, Rai Bahadur M.S. Oberoi's birth anniversary is celebrated each year with employees planting saplings.

ITC Welcom group's biggest achievement is ITC sonar in Kolkata. It is the first hotel in the world to get certified emission reductions(CERs) or carbon credits issued by CDM executive board.it also has a detailed plan which involves the employees, the city and even its supply chain. All this is worked out at the ITC green center in Delhi.

The Taj hotels, resorts and palaces has the environment awareness and renewal at Taj hotels (EARTH) program aimed at energy conservation and sustainable strategies. This initiative has also been certified by the green globe.

15.5 SUMMARY

Hotels are an integral part of tourism. An environmentally sensitive hotel is one which has made a commitment to conservation and preservation by operating in an environmentally sensitive manner. Various certifications that tag hotels as environmentally sensitive is not only an act of creating awareness and earning good will from customers , but it ensures that a right methodology is adopted and maintained throughout the life cycle of a hotel to be on mission identified . some of the certification programs which tag hotels as environmentally sensitive are , ECOTEL, Rues Hotel Selection (RHS), Leadership in Energy and Environmental Design (LEED)green building rating system , certified emission reductions, Environment awareness and renewal at Taj Hotels (EARTH)program etc. adopting an environmentally friendly approach in the accommodation sector can be good for business, given the growth in the number of green consumers, many hotel chains now undertake practical action to improve the environment. To assess the impact of hotel operations on eco systems new ventures in hospitality sector are undertaking an environmental assessment. Now hotel sector is also making a good environmental policy based on the assessment by identifying the codes, laws and practices of minimum standards. Recent studies have also indicated that more travelers are demanding that businesses practice environmental responsibility.

15.6 CHECK YOUR PROGRESS

1. Discuss the eco friendly measures adopted by hotels
2. Discuss the various eco certification programs for hotels

3. Write a note on eco friendly hotel chains of India
4. What do you mean by certified emission reductions(CERs)

15.7 ANSWER KEY

1. Refer section 15.2
2. Refer section 15.3
3. Refer section 15.4
4. Refer section 15.3.4

15.8 REFERENCES

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UNIT - 16 : ROLE OF VARIOUS ORGANISATIONS IN SUSTAINABLE TOURISM DEVELOPMENT

STRUCTURE:

- 16.0 OBJECTIVES
- 16.1 INTRODUCTION
- 16.2 WHO ARE STAKEHOLDERS ?
- 16.3 STAKEHOLDERS PARTICIPATION IN TOURISM DEVELOPMENT
- 16.4 SUMMARY
- 16.5 CHECK YOUR PROGRESS
- 16.6 ANSWER KEY
- 16.7 REFERENCES

16.0 OBJECTIVES

After reading this lesson you should be able to,

- Understand the meaning of stakeholders
- Discuss the role of stakeholders in tourism

16.1 INTRODUCTION

Sustainability has become an important topic and concept in relation to tourism planning and development. For sustainable tourism development to be successful stakeholders must be involved in the process. The support of tourism stakeholders is essential for the development, successful operation, and long-term sustainability of tourism. Tourism stakeholders include many different types of groups depending on geographically based in the different parts of the area. However, not all stakeholders have the same level of interest in sustainable tourism development and may be less active or not active at all. Moreover, some stakeholders are more important than others in determining the success of activities

The questions that should be considered though are:

- (1) who should be considered stakeholders in tourism development, and
- (2) how should planners and developers involve stakeholders in the development of tourism?.

This unit provides answer to these questions. Tourists view tourism destination as one whole composed of different elements i.e. like a puzzle comprised of different pieces. Tourism is a complex phenomenon and as such it involves different parties which can be viewed as stakeholders. Each of them has its own specific interests and can be viewed as the "piece of the puzzle". If one piece does not fit "the puzzle", tourist's experience is spoiled. Tourism Stakeholders play a role in continuing of Sustainable Tourism form. This can include groups as well as individuals. "A stakeholder in the Tourism industry is deemed to be anyone who is impacted on by development positively or negatively, and as a result it reduces potential conflict between the tourists and host community by involving the latter in shaping the way in which Tourism develops. Importantly, it will highlight the specific roles of the various stakeholders in the development process in terms of their contribution to the areas of project management, product development, capacity building, consumer research or marketing communication.

The standards and concealed drives of governments often need to be taken into account when considering the objects for Sustainable Tourism development. There are other concerns as well. Central, State and Local Governments have a key role in format the planning and policies for

Sustainable Tourism development. Community participation is a central element in sustainable tourism development and the host community should be dynamically involved in tourism planning and should possibly manage the local tourism industry and its activities. Tourism development, especially policy-making and planning, has accepted stakeholder concept because tourism development has been accompanied by complicated stakeholder groups with different interest and ideas about the cost and benefits of the development. A new approach to solving these problems has been pursued, and it is suggested that all stakeholders interested in or affected by tourism activities within a particular market or community, should collectively manage tourism system.

16.2 WHO ARE STAKEHOLDERS?

A stakeholder in the Tourism industry is deemed to be anyone who is impacted on by development positively or negatively, and as a result it reduces potential conflict between the tourists and host community by involving the latter in shaping the way in which Tourism develops.

A stakeholder can be defined as: "any group or individual who can affect or is affected by the achievement of the organizations objectives". For tourism, the stakeholders include government officials, the local business owners, residents and visitors. In general, there are four major tourism stakeholder perspectives: tourists, residents, entrepreneurs, and local government officials.

Stakeholders can be considered as, primary stakeholders i.e. those stakeholders without whose continuing participation the organisation cannot survive as a going concern and secondary stakeholders i.e. those stakeholders who influence or affect, or are influenced or affected by the organization, but are not engaged in transaction with organisation and are not essential for its survival.

Local Government Organisations, Destination Marketing Organisations, Hotels and Tourism Attraction Operations/Convention Centres were identified as primary stakeholders within a tourism destination, while Community Groups, Incentive Planners and Retail Outlets were identified as secondary stakeholders.

Stakeholder theory or approach has its beginnings in organizational management and ethics. It was first proposed by Freeman. He suggested that an organization is characterised by its relationship with various groups and individuals. At this point it is important to be distinct between two terms: "stakeholder theory" and "stakeholder approach". This difference was made clear by Sisek (2001) who suggested that it may be better to use the term "stakeholder approach" rather than "stakeholder theory", because "stakeholder theory" would encompass a set of properly reasoned ideas which intend to explain facts or events, while "stakeholder approach" relates to the concept, ideas, opinions or principles which underlie the subject of discussion. Stakeholder approach involves several steps. A firm must first identify its stakeholders, their interests and stakes. Then it is necessary to manage

them and understand the process. Due to extremely competitive tourism market, tourism destinations are accepting stakeholder approach as a path to overcome the competition.

16.3 STAKEHOLDERS PARTICIPATION IN TOURISM DEVELOPMENT

Tourism Stakeholders play a role in continuing of Sustainable Tourism form. This can include groups as well as individuals. Tourism development in any destination requires appropriate participation of all stakeholders, particularly local residents' involvement in decision-making of the tourism development process . participation in tourism planning by many stakeholders can help to promote sustainable development by increasing efficiency, equity and harmony. Tourism development, especially policy-making and planning, has accepted stakeholder concept because tourism development has been accompanied by complicated stakeholder groups with different interest and ideas about the cost and benefits of the development A new approach to solving these problems has been pursued, and it is suggested that all stakeholders interested in or affected by tourism activities within a particular market or community, should collectively manage tourism system

Role of various organizations in sustainable tourism

UN Action

- Establish an NGO tourism advisory group for UN to provide technical support, analysis, and strategic advice;
- Create a 'best practices' information clearing-house, in order to collect consumer information useful to understanding and positively influencing consumer behaviour and to make documentation accessible on an equitable basis;
- Initiate a broad information and awareness campaign to highlight damaging forms of tourism and impacts, providing tools for informed decision-making. Initially, target participants in the CSD and CBD processes to clarify roles and responsibilities;
- Research and develop effective certification schemes, form a technical group under the CSD to assess how certification can be improved, e.g. through the review of voluntary codes set up by CSD1998;
- Designate an 'ombuds' office jointly between the CSD, CBD, and UN-CHR to encourage diligent self-regulation and compliance with international standards for sustainable tourism;
- Develop guidance on tourism as an issue within Local Agenda 21 processes. Governmental Action
- Introduce and enforce legislation to abolish child prostitution, implement effective control

mechanisms, conclude judicial assistance agreements;

- Regulate tourist access to ecologically fragile or stressed natural areas;
- Tourist-sending countries: develop policies on outgoing tourism from a development perspective;
- Provide frameworks for ecologically appropriate pricing by strictly applying the polluterpays-principle to internalise external costs. This includes ecological tax reforms including the taxation of aviation gasoline and oil, removal of subsidies/other economic incentives with negative environmental impacts.
- Improve conditions for sustainable consumer behaviour by providing/promoting sustainable tourism facilities;
- Promote environmentally friendly modes of transport and transport concepts, reduce tourism-related traffic, shift demand to less environmentally damaging modes of transport;
- Promote renewable sources of energy (such as solar power), reduce the use of non-renewable energy and of limited local resources, through more sustainable practices/consumption patterns.
- Develop information and education programmes in co-operation with local stakeholders ensuring all stakeholders' involvement (e.g. women's); provide information to tourists on appropriate behaviour (sensitivity, respect for/adaptation to local culture), e.g. by establishing information centres in destinations, or by including briefing material for package tours;
- Take into account the specific information needs of various market segments, provide information to the local population on the opportunities and risks from tourism and on how to influence tourist behaviour;
- Adopt, observe, implement and promote codes of conduct, e.g. the planned WTO-OMT 'Global Code of Ethics for Tourism';
- Integrate sustainable development education including tourism in the curricula of schools at all levels, universities and training institutions, involving all stakeholder groups, create and promote open networks for information and research on sustainable tourism, disseminate and implement results; Tourism Industry Action
- Promote sustainable tourism products, using market related instruments and incentives, such as contests, awards, certification, model projects, culturally sensitive quality labels covering both environmental and social sustainability;

- Reduce inappropriate consumption, use local resources in preference to imports in a sustainable manner; reduce and recycle waste, ensure safe waste disposal, develop and implement sustainable transport policies and systems, e.g. efficient public transport, walking, cycling in destinations;
- Provide tourists with authentic information, enabling them to understand all environmental and related aspects (e.g. human rights situation) of tourism when selecting any destination or holiday package; educate visitors in advance of arrival and give guidance on 'dos' and 'don'ts'; make tourists aware of their potential impact on and their responsibilities towards host societies;
- Provide information on respecting the cultural and natural heritage of destination areas; employ tour guides who portray societies honestly and dispel stereotypes;
- Ensure that the marketing of 'green' tourism reflects sound environmental policy and practice; use non-exploitative marketing strategies that respect people, communities and environments of destinations, dismantle stereotyping, integrate sustainable tourism principles when creating new marketing strategies;
- Train staff to foster tourist responsibility towards the destinations, encourage multi-cultural education and exchange;
- Actively discourage exploitative sex tourism, particularly sexual exploitation of children, and tourism which causes or contributes to social problems;
- Adopt, observe, implement and promote codes of conduct.

NGO Action

NGOs can often act as a bridge to promote cooperation within communities, establishing initial links with the local and regional government tourism sector to form partnerships. Moreover, NGOs have numerous positive roles to play in the delivery of benefits to communities through tourism initiatives; these roles range from investment and equity holding in projects to capacity building, advocacy, campaigning and consultancy. The inclusion of NGOs as one of many stakeholders in the processes and management of tourism initiatives can bring about more sustainable and prolonged benefits to communities. NGOs have a vital role to play in building civil accountability, consultancy, and providing full-spectrum alliances (increasing networking, resource sharing and 'deep engagement'). The role of NGO's include,

- Disseminate information to a wide public about the complexity of tourism and about the objectives and criteria of sustainable tourism;

- Educate tourists to change consumption patterns and promote appropriate, environmentally and socially acceptable behaviour in the destinations;
- Launch broad awareness campaigns on the worst impacts of tourism, to be funded by international governmental and non-governmental agencies;
- Promote relevant research on tourism impacts, criteria for sustainable tourism and possibilities for implementation;
- Monitor tourism development, policy, industry initiatives, and local people's reaction to tourism development and policy, and implementation of stakeholder action.

NGOs should:

- initiate stakeholder dialogue on community involvement in tourism development, recognising social and gender divisions in communities;
- promote the respect for indigenous peoples and local communities' self-determination, autonomy and social and cultural integrity;
- strengthen their efforts to empower disenfranchised groups (in particular women) to become involved in local tourism planning and management;
- develop participatory programmes to support the integrity of local cultures and economies;
- support the sustainable resource use and initiate environmental actions on different levels to conserve the environment while the tourism is developing;
- analyse the experience with sustainable tourism in different parts of the world, in order to disseminate methodology/positive examples of community involvement in tourism;
- support the use of traditional knowledge, practices and innovation systems relevant for the conservation and sustainable use of biological resources and promote actions on different levels to eradicate poverty, protect human rights and conserve the environment while working in tourism. Local and regional Tourism Boards should be created, involving all stakeholders.

These Boards should:

- promote sustainable tourism concepts in co-operation with local governments and all stakeholders, in line with Local Agenda 21 priorities;
- work systematically to attract investment in sustainable tourism; help other institutions in developing marketing strategies and training programmes and developing educational materials;

- work together with different public institutions to involve all stakeholder groups in tourism activities, and bring greater benefits to the entire community; and
- co-operate with grass-roots organisations to develop employment strategies through sustainable tourism.

The Role of Public Sector and Private Sector

Both the public and the private sector play important roles in the development of tourism destination, particularly tourist friendly destination. The public sector is responsible for determining policies and plans as well as setting and enforcing standards relating to facilities, services and other areas. With regard to implementation, the public sector is concerned with several functions such as arranging developments, carrying out rules and regulations on tourism, developing main infrastructure, advancing the appeal of public tourism and conducting marketing to promote tourism areas. The public sector function within the tourism industry is to increase tourist satisfaction, enhance economic and business success, protect existing assets and preserve community integration. The public sector is also more involved in planning, enforcing laws related to tourism destinations and managing the construction of infrastructure as well as public tourism appeal. The public sector also provides space (through infrastructural and superstructural elements, safety, preserved values and costs, accessibility), activities (through elements related to culture and history, special events) and products (through physical traits, services, freedom of choice) which are designed for public use. Examples of public sector-owned spaces, activities and products are national parks, state parks, wildlife, recreation areas, monuments, zoos and sports stadiums . Similarly, the private sector also plays an important role in the preparation of space, activities and products though it is more focused on profit-oriented development. This is evident from its involvement in space (most private sectors devote attention to developments based on superstructure and suitable locations), activities (developments based on special events, entertainment and group activities) and products (services, hospitality, involvement). In a capitalist economy, the private sector's main functions are geared towards accommodation (hotels, apartments), food and beverages (restaurants, cafes), shopping and entertainment (shopping centres, theme parks, cinemas, MICE) and others. The public sector provides incentives for the investments made by the private sector for tourism destination developments. The public sector occasionally acts as the pioneer in new tourism developments until the private sector is given a boost to invest in the area (tourism destination). Among the spaces, activities and products owned by the private sector are theme parks, shopping centres, resorts, golf courses, theatres, souvenir shops and tourism agencies . Therefore, the formation of tourist friendly destination concept depends on close connections between stakeholders as players in tourism planning and development. The aspects of space, activities and products are greatly emphasised so

that tourism destinations, which use tourist friendly destination concept are able to fulfil demands as well as provide tourists with new experiences.

Community participation in tourism planning

Community involvement in tourism can be viewed from two perspectives: in the benefits of tourism development and in the decision-making process. In the literature there are enough records which support community participation in tourism planning. For residents to receive benefits from tourism development "they must be given opportunities to participate in, and gain financially from, tourism" (Timothy). However, benefits from tourism are often concentrated in the hands of a limited number of people who have the capital to invest in tourism at the expense of other segments of the community (e.g. lower class, uneducated and poor people). Therefore, Vivian (1992) finds many traditional societies repressive since they often exclude large numbers of people from the development and planning process. As a result, Brohman (1996) proposes that tourism benefits and costs should be distributed more equally within the local community, allowing a larger proportion of the local population to benefit from tourism expansion, rather than merely bearing the burden of its costs. Pearce et al. (1996) have seen community participation from the aspect of involving: individuals within a tourism-orientated community in the decision-making and implementation process with regard to major manifestations of political and socioeconomic activities. Potter et al. (1999) refer to the term of empowerment as "something more than involvement" and Craig and Mayo (1995) suggest that through empowerment the 'poorest of the poor' may be included in decision-making. According to Potter (1999): Empowerment entails creating power among local communities through consciousness raising, education and the promotion of an understanding within communities of the sources of local disenfranchisement and of the actions they may take. Shepherd and Bowler (1997) reviewed the literature and identified four major propositions for public participation:

1. public participation as proper, fair conduct of democratic government in public decision-making;
2. public participation as a way to ensure that projects meet citizens' needs and are suitable to the affected public;
3. developments carry more legitimately, and less hostility, if potential affected parties can influence the decision-making process; and
4. decisions are 'better' when expert knowledge is publicly examined

Murphy (1985) has identified a wide variety of interpretations associated with the concept of community participation in the planning process. Painter (1992) observed three types of participation: pseudo where attempts are made to offer a feeling of community participation, mainly restricted to

informing and endorsement, partial where community is given some opportunities to influence the development process, but the final decisions are taken from the authorities, and full where each individual has equal influence on the outcome of the process. Through participation, communities can shape their own lives and the society they want to live in and how to sell it (Timothy, 1998). Communities are the destination of most travellers, and therefore "tourism industry development and management must be brought effectively to bear in communities" (Blank, 1989). According to Hall (2000) community participation in tourism planning is "a bottom-up form of planning which emphasises development in the community rather than development of the community". Since each group of people has different needs and receives different costs and benefits from tourism development, they can have different views towards the development of their community (WTO, 1993).

In view of the above studies, it is highly advisable to involve the community in the development process. When communities do not have input into the process they may feel that they lose control of their communities, as they may prefer to exploit their resources in ways that will protect their environment and culture. Undoubtedly, 'bottom-up' input together with 'top-down' is "the best way to avoid confrontation and achieve harmonious develop. Only through the co-operation of businesses, citizens, local authorities and governmental and non-agencies, can a balanced tourism development be achieved. Smith (1984) identified four prerequisites for planning participation: opportunity and legal right, access to information, provision of resources for the public to get involved, and genuine public (broad involvement of the public rather than selective).

Additionally, Painter (1992) identified three major forms of community participation:

1. Information exchange. The outcome of the process is determined by the available information, e.g. through surveys on community opinions, public hearings and media representations.
2. Negotiation through face-to-face contact and public discussions between a usually small number of individuals and the public authority.
3. Protest. In this case, there are oppositional direct actions, rather than cooperative forms of participation, such as demonstrations, strikes and blocking traffic. Some authors based community development on an ecosystem approach. They suggested that since "the host community is the destination in which individual, business and government goals become the tangible tourist products and images of the industry", the ecosystem approach "ensures that all interested parties truly have the opportunity to shape the outcome by determining the process" 199

16.4 SUMMARY

The concept of sustainable tourism is applicable to all forms of tourism in all types of destinations, including the mass tourism and the various niche tourism segments.

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development. Sustainable tourism requires the establishment of a suitable balance between these three dimensions to guarantee long-term sustainability of tourism development.

Within the industry, it is important that both small and large-scale tourism operators are included in the collaboration and that they participate in solving problems related to tourism development. As mentioned, a sustainable development of the tourism industry can only be ensured through participation of all local residents in the destination countries. There is a need for a willingness and ability for the partners to work with this kind of bottom-up approach. In this context, both environment and social NGOs have an important role to play, putting pressure on the industry and facilitating contracts and local participation for community development. Contemporary tourism planning recognises that an integrated and sustainable development approach includes the participation of local communities and residents. Success depends on community level capacity for innovation and leadership which are important variables for the creation and implementation of new ideas as part of the development process. Destination Management Organisations (DMOs) have one of the most important roles in peripheral destination development. These tourism organisations often put emphasis on both destination marketing and

destination development. Tourism actors should participate actively in the initiatives and processes put in place or supported by the International Task Force on Sustainable Tourism Development

16.5 CHECK YOUR PROGRESS

1. Who are considered as stakeholders in tourism
2. Discuss how stakeholder participation can result in sustainable tourism
3. Discuss the role of NGO's in sustainable tourism development
4. Discuss the role of public and private sector in sustainable tourism development

16.6 ANSWER KEY

1. Refer section 16.3

2. Refer section 16.4

3. Refer section 16.4

4. Refer section 16.4

16.7 REFERENCE

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M.B.A IV SEMESTER

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