



Role of Sustainable Tourism in Make in India: The Road Map

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Abstract

Sustainability is a topic of great concern in and around the world. The vision of ministry of tourism to make India a preferred tourism destination in the world, by promoting sustainable tourism to enhance the competitiveness of Indian Tourism Industry. With the growing recognition of tourism as the source of employment generation, infrastructural developments, market expansion for traders and manufacturers, promotion of transport, for harmonious relationship between various countries across the world, there is a need arises to look in to the main aspects of tourism that leads to growth and economic development of a country. Sustainable tourism has been defined by so many thinkers and scientists in so many ways as Responsible Tourism, Eco-Tourism and Geo-Tourism. Sustainable tourism can be achieved by: protection of environment, conservation of wild life, cultural heritage and traditional values. India has a lot of potential to provide for tourism development with its rich history in terms of ancient monuments, temples and churches, art and culture, mountains, sea beaches, wild life, medical, and many more. History and background of destinations, Infrastructure developments, hospitality, easy accessibility, financial aspects, these are some of the factors that taken in to consideration by a tourist for their visits. Growth and development of tourism in India depends on sustainability.

Key Words: Make in India, Tourism, Sustainable, Environment, Stakeholders.

Introduction

Tourism is the largest as well as the fastest industry of the world. Tourism in India accounts for 6.8% of the GDP and is the third largest foreign exchange earner for the country. Tourism is a labour- intensive sector and provides employment opportunities to low and semi-skilled workers; women comprise 70% of work force and 50% of the workforce below 25 years of age as per UNCTAD and FICCI Report, 2010. Tourism is inclusive and sustainable sector. It promotes development of Micro and Small and Medium Enterprises. Tourism revitalizes and preserves culture and ethnic art forms. It is important to protect and conserve the

biodiversity of tourist places for the development of a country. In order to deal with this issue, sustainable tourism activities should be encouraged. 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.**

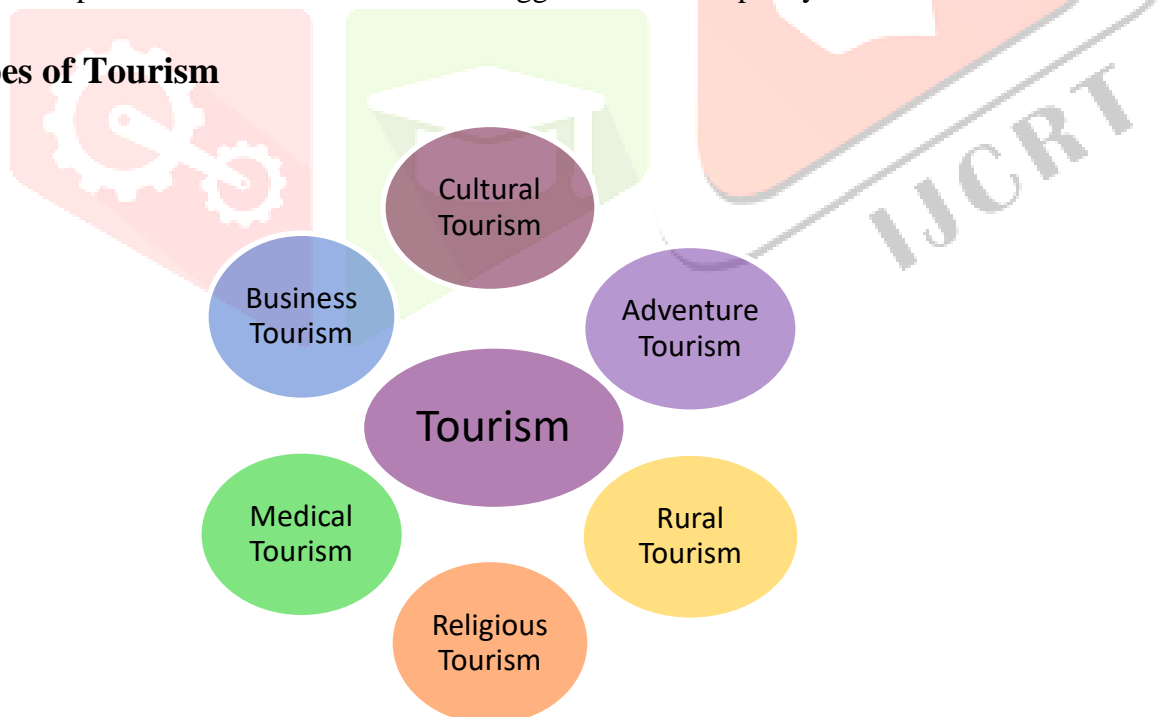
World Tourism Organization (UNWTO) defined sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

Sustainability is essential in all forms of tourism in order to make India a perfect tourist destination in the world. Retain environmental sustainability as a prerequisite of tourism development.

Objectives of Study

- ❖ To study the Role of Tourism in Make in India from the perspective of Sustainability.
- ❖ To find out the Challenges and the Strategic Steps for its proper implementation.
- ❖ To highlight the new initiatives started by the Ministry of Tourism, Government of India.
- ❖ To provide Recommendations and Suggestions for the policy makers and heads of the institutions.

Types of Tourism



1. Cultural Tourism

Cultural tourism includes tourism of art & architecture, local traditions, fairs and festivals, forts and monuments, theatre and museums that attracts tourists in and around the world for the knowledge and information's about the destination.

2. Adventure Tourism

According to the U.S. based Adventure Travel Trade Association, adventure travel may be any tourist activity, including two of the following three components: a physical activity, a cultural exchange or interaction and engagement with nature.

3. Rural Tourism

Rural tourism focuses on rural lifestyle. Many rural villages are facilitating this type of tourism because many foreigners are interested to know about the customs and traditions of rural villages. This segment in the tourism industry has been rapidly growing in the past decade, leading to rural tourism perfect vacation destination for tourists.

4. Religious Tourism

Religious tourism, also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure purposes.

5. Medical Tourism

Medical tourism or health tourism is the travel of people to another country for the purpose of obtaining medical treatment in that country.

6. Business Tourism

Business tourism involves travelling to one country from another for the purpose of business meetings, incentive trip, conferences and seminars, and exhibitions.

Dimensions of Sustainable Tourism

❖ Socio-Cultural Aspects

There are both positive and negative aspects of tourism. Tourism brings about changes into the value system and behavior of people in the society in terms of life style, societal structure, and communication skill. To make tourism sustainable, it should respect the sentiments of people in the society. Sustainable tourism meet the need the present tourists without compromising the socio-cultural aspects of community. Tourism helps to preserve community inherent culture and inculcate new values and systems. The negative aspects of tourism deals with ethical issues, cultural clashes and conflicts, threat of terrorism, crime, and child labour.

❖ Economic Aspects:

Travel and tourism is an economic activity of a country and contributes to its GDP and thus have its impact on economic state of a country. Sustainable tourism contributes to economic growth and potential for sustainable development. Tourism generates employment opportunities and creates linkages with other sectors particularly agriculture and service providers in an economy and thus leads to infrastructural developments in a country in terms construction of roads, highways, bridges, metro, flyover, airports, railways etc.

❖ **Environmental Aspects**

An environmental aspect of tourism deals with natural resources, pollution and infrastructure developments. Tourism poses a threat to natural and cultural resources, such as water supply, beaches, and heritage sites, through overuse. It also causes increased pollution through traffic emissions, littering, increased sewage production and noise. In spite of negative impacts Tourism also helps to promote conservation of wildlife and natural resources as these are the tourism assets by charging entrance fees and guide fees.

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Role of Sustainable Tourism in Make in India

- ❖ It provides lots of investment opportunities to tour operators and travel agencies to cater to the needs of tourists of various interests and purposes.
- ❖ It provides ready market for rural tourism, rural villagers and households; women's and other semi-skilled workers can sell their handmade products (rural art and craft, textiles and handlooms, jewellery and naturemade products that represent local culture and traditions to tourists.
- ❖ It also offers opportunities to invest in hotels, restaurants, resorts, villas, heritage hotels, convention centre, garden, cinema halls, health care centres and hospitals, beauty clinic, motels and the like.
- ❖ It also encourages people to save the beauty of environment, our Himalayas, the revenue generating centre because of its scenic beauty of high mountains and deep green forests and wild animals that attracts millions of tourist in and around the world every year.
- ❖ India vast and beautiful coastline and undisturbed islands make this a perfect choice destination for cruise tourists.
- ❖ Presence of world class medical facility also encourages and promotes medical tourism in India.
- ❖ Tourism sustainability is very important to cater to the needs of foreign tourist arrival in India which is 6.97 Million foreign tourist arrivals in 2013, registering an annual growth of 5.9% over the previous year as per the report of Ministry of Tourism, Government of India.

Factors Determine Tourism Sustainability

- ❖ Sustainable tourism depends upon self responsible tourism. The long term success of tourism destination depends upon its management strategies for tourism in order to make a perfect place for tourism in and around the world.
- ❖ Regular monitoring, reviewing and evaluating tourism performance with management strategies is required for long term sustainability.
- ❖ Continuous improvement of a tourist destination in terms of infrastructure, health and hygiene factor, hospitality, Cost Factor, law order and governance, safety and security, food custom, knowledge and availability of information's.

Steps to Achieve Sustainability

1. **Responsible Tourism:** To ensure the long term appeal of destination, responsible tourism strategy is a must. It is a matter of survival of natural resources, heritage sites, temples, and the most important human beings.
2. **Restore and Preserves Culture and Ethnic Art Forms:** Restoration of culture strengthens the culture values of the society and provides ample scope for research and innovation.
3. **Checks Migration to Urban Areas:** The study of movement of population in different parts of the country for social, economic or political reasons helps in understanding the dynamics of the society better.
4. **Development of Tourism Infrastructure:** Infrastructure plays a very significant role in tourism development. An infrastructural development in tourist destinations is essential for sustainable tourism.
5. **Promotion and Marketing of Tourist Destinations in an Around the World:** Marketing is a very important tool to promote the tourism destinations. Successful marketing of destinations attract potential travellers and also increase its number year on year.
6. **Skill Development:** Skill development and training programme organized by central and state governments and international organization is a huge support for tourism development
7. **International Cooperation:** To promote sustainable and responsible tourism development models and exchange best practice

New Initiatives Started by the Ministry of Tourism during Celebrations of Good Governance Day on 26th December, 2014:

1. **Swachh Bharat Swachh Smarak E-Posters-** Taking a cue from "Swachh Bharat", this is an initiative to see a cleaner India for protecting and preserving the sanctity of monuments of national heritage. To aid this, Ministry of Tourism has launched a special poster with Prime Minister's message requesting the tourists and the people of the nation to wholeheartedly engage themselves in the cleanliness of their surroundings and help create a Swachh Bharat, Swachh Smarak.
2. **Welcome Cards -** India is known universally for its hospitality. Going a step further, the Ministry of Tourism launched the special welcome cards that will be handed to all the tourists, landing at our 9 International airports where Tourist Visa on Arrival Enabled with Electronic Travel Authorization facility is operational. This card will carry the information of the local India Tourism office along with online and offline contact information which the tourists can use in case of any queries. The main idea behind this being to make the experience of exploring the country hassle free.
3. **Incredible India Calender 2015 -** The much acclaimed and sought after "Incredible India" Calendar 2015 turns back the pages of history and showcases some of the country's greatest architectural marvels as they were years before. The evocative pictures tell us about our illustrious past and remind us of our responsibility to preserve it for the generations to come.

4. **Launch of Booklet on “Badte Kadam” A Hunar Se Rozgar Tak (HSRT) Initiative** - In order to allow participation of the private sector in the HSRT initiative on a higher scale, higher so as to enhance the programme’s reach and delivery, it has been decided to allow the following agencies/organisations to implement the programme:
 - (i) Industrial units, associations of industries and professional / skill developing agencies with proven credentials; and
 - (ii) Hospitality Institutes approved by the AICTE / National Skill Development Authority / State Governments / Union Territory Administrations.
5. **Swachh Bharat Swachh Pakwan (Hunar Zaika)**- The street food vendors constitute a significant percentage of the hospitality service providers, are part of the Indian milieu through the ages and have a pan India presence. This program is aimed at upgrading the skills and hygiene standards of Street Food Vendors, so that they become a distinctive aspect of the Indian tourism. The Ministry of Tourism is partnering with the National Association of Street Vendors of India (NASVI) for the specific purpose of orientation, skill testing and certification of the vendors.
6. **Incredible India Toll Free Helpline for Tourists with Short Code 1363/1800 – 111363** - On a pilot basis, the Ministry of Tourism has set up the ‘Incredible India Help Line’ to be operated in-house to address and guide the tourists during any emergency which may include medical, crime natural calamities or on being stranded. This service will be available as toll free on telephone 1800111363 or on a short code 1363.
7. **Mega Project**– Destination Development of Gwalior. Gwalior is abundant in natural resources and forests, but lacks tourism facilities required to open new vistas of tourism in the state and facilitate local artisans in sustainable development of their skills for their livelihood. The State Govt. had therefore proposed a Mega Destination Development Plan for development of tourism in areas which are least developed. The project for an estimated amount of Rs. 24.93 cr has been sanctioned by the Ministry of Tourism.

Initiatives of Ministry of Culture

1. **Launching of Web based E-Ticketing :**

To facilitate visitors to the monuments in getting better access, the facility of E-ticketing has been launched. This facility will be available at some of the monument which are frequently visited by a large number of tourists. In the first phase, the facility for E-ticketing for Taj Mahal, Agra and Humayun’s Tomb, New Delhi is available from 25.12.2014.

2. **25 Model Monuments (Adarsh Smarak)** - ASI has identified following 25 monuments to be included under Model Monuments from among the 3680 monuments & sites of national importance under its protection:-

1	Leh Palace, Leh, J&K	14	Sravasti, UP
2	Humayun's Tomb, New Delhi	15	Sarnath, UP
3	Qutb Complex, New Delhi	16	Vaishali-Kolhua, Bihar
4	Red Fort, Delhi	17	Khajuraho, MP
5	Hazarduari Palace, Murshidabad, WB	18	Mandu, MP
6	Shore Temple, Mahabalipuram	19	Martand Temple, Kashmir
7	Elephanta Caves, Mumbai Maharashtra	20	Thanjaur-Brihadeshwar, Tamil Nadu
8	Taj Mahal, Agra, UP	21	St Angleo Fort, Kerala
9	Kumbhagarh Fort, Rajasthan	22	Masrur Rock-Cut Temple, Himachal Pradesh
10	Rani-ki-Vav, Gujarat	23	Rang Ghar, Sibsagar, Assam
11	Fatehpur Sikri, Agra, UP	24	Konark Temple, Odisha
12	Hampi, Karnataka	25	Daulatabad Fort, Maharashtra
13	Jageshwar Temples, Uttarakhand		

These monuments would be provided necessary tourist facilities including wi-fi, security, signages, encroachment free area, interpretation centres showing short films about the importance of monuments and signboards of Swachh Bharat Abhiyan mentioning the slogan 'Swachh Smarak: Swachh Bharat'.

3. Braille Book on Delhi Monuments:

The Archaeological Survey of India has produced a Braille Book on the monuments of Delhi. This book will be of great assistance to the visually challenged to read about the monuments of Delhi.

Concluding Remarks

Sustainable tourism can be achieved by responsible tourism. Tourism sustainability depends upon the behavior of tourists and the local people towards the protection of environment, forest, wild life, beaches, temples, archeological sites. The main objective behind sustainability is to meet the expectations of future travellers and communities by sustainable measures like proper management of natural resources, organizing of workshops in rural and urban areas about the benefits of sustainable tourism and also train tourism officials and professional on their application, by collection of data and information about the impact of environment, economic, and social in the tourist destination.

The Road Map Ahead

- 1) Sustainable tourism is not a particular form of tourism rather; all forms of tourism should drive to be more sustainable.
- 2) Tourism industry provides benefits to the people of the society economically and socially and encourages them to build social capital and community development by conservation of environment. Thus, helps to maintain strong and cordial relations with other countries.
- 3) Tourism should be easily accessible for the tourists in order to untapped the potential of tourism.
- 4) Regular Training should be provided to accommodation providers to upgrade the quality of service as per the expectation of tourists.
- 5) Efficient Promotion and Marketing of regional products like agricultural products and artisan goods, for local value creation.
- 6) Climate change is recognized as a major global issue, with significant implications for tourism.
- 7) Addressing the issue of poverty in the light of India Tourism in order to uplift the poor sections of the society to allow them to come into the mainstream.
- 8) The quality management is the issue that needs to be addressed.
- 9) Improvement in transport condition is essential for domestic as well as foreign tourists.
- 10) Prosperity of tourism industry should be allowed but not at the cost of quality of life.
- 11) Interest of different stakeholders group must be protected while designing policies and programmes for sustainable tourism.
- 12) Sustainability is the responsibility of all those engaged in tourism and to know the impact of their actions on the environment.
- 13) Obligation on the part of the government sector to provide an environment that enables to achieve the issue of sustainability in a proper manner.

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