

A Study of Sustainable Tourism and its Role in Make in India

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ABSTRACT

In present business world Sustainability is a topic of great concern. The vision of Ministry of Tourism, Govt. of India is to make the country a most preferred tourism destination for the tourists, by promoting sustainable tourism to enhance the competitiveness of Indian Tourism Industry. With the growing recognition of tourism as the source of employment, 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 different thinkers and scientists in different ways, such as Responsible Tourism, Eco-Tourism and Geo-Tourism. Sustainability in 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, churches, art and culture, mountains, sea beaches, wild life, medical, and many more. Historical background of destinations, Infrastructural developments, hospitality, easy accessibility, financial aspects, are some of the factors that taken in to consideration by tourists for their visits plan. Finally, we can say that growth and development of tourism in India depends on its sustainability.

1. INTRODUCTION

As we know, tourism is the largest and fastest growing industry in the present business world. Tourism in India accounts for 6.8% of the GDP and is the third largest foreign exchange earner for the nation. Tourism is a labour-intensive sector and provides employment opportunities to unskilled and semi-skilled workers at large scale; women comprise 70% of total work force in tourism sector and 50% of the workforce is found below 25 years of age as per

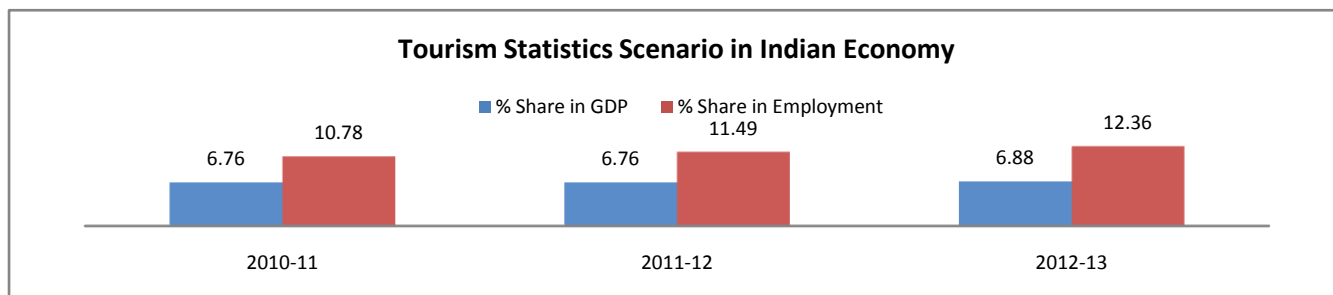
UNCTAD and FICCI Report, 2010. Tourism is inclusive and sustainable sector. It promotes development of micro, small and medium enterprises. Tourism revitalizes and preserves culture and ethnic arts in all forms. It is important to protect and conserve the biodiversity of tourist places for the development of a country like India. In order to deal with this issue, sustainable tourism activities should be encouraged in the country.

Table -01: Tourism Statistics Scenario in Indian Economy

Year	% Share in GDP	% Share in Employment
2009-10	6.77	10.17
2010-11	6.76	10.78
2011-12	6.76	11.49
2012-13	6.88	12.36

Source: 2009-10 and subsequent years estimated by NCAER Reports

Figure- 01



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 most urgent in all forms of tourism in order to make India a perfect tourist destination for the world community. Actually, retention of environmental sustainability is a prerequisite of tourism development.

Types of Tourism

Figure- 02



- **Ethnic Tourism:** - This type of tourism includes tourism of art & architecture, local traditions, fairs and festivals, forts and monuments, theatres and museums and attracts tourists in and around the world for the knowledge and information's about the destination. People have deep interest in ethnic tourism.
- **Endangerment Tourism:** - It also known as feat and adventure tourism and provides adventure to the tourists. 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.
- **Provincial Tourism:** - It is also known as rural tourism. Rural life style also attracts the tourists so rural tourism focuses on rural lifestyles. Many villages are facilitating this type of tourism because foreigners are interested to know about the customs and traditions of villages of India. This segment in the tourism industry has been rapidly growing in the past decade, leading to rural tourism perfect vacation destination for tourists.
- **Devotional Tourism:** - It's also referred as faith/religious tourism, is a type of tourism, where people travel individually or in groups for pilgrimages, missionaries, or leisure purposes.
- **Health Tourism:** - Health tourism also known as Medical tourism is the travel of people to another country for the purpose of obtaining medical treatment in that country.
- **Trade Tourism:** - Business tourism provides chances of the expansion of business and involves travelling to one country from another for the purpose of business meetings, incentive trips, conferences and seminars, workshops and exhibitions.

2. OBJECTIVES OF THE STUDY:

- To study the Role of Sustainable Tourism
- To study the function of Tourism in Make in India from the perspective of Sustainability
- To find out the Challenges and the Strategies for its proper implementation
- To highlight the new Steps/initiatives started by the Ministry of Tourism, Government of India
- To make recommendations and suggestions for the policy makers and heads of the institutions.

3. METHODOLOGY:

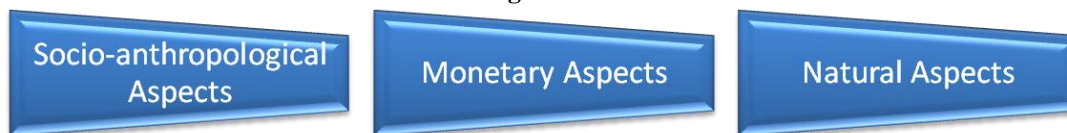
The study is heavily rely on secondary data, reports and files for elaboration of the facts about sustainable tourism and its role in make in India.

4. ASPECTS OF THE SUSTAINABLE TOURISM

Following are the Aspects of Sustainable tourism:

- **Socio-Anthropological Aspects:** As usual, 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 styles, social structure, and communication skills. To make tourism sustainable, it should respect the sentiments of people in the society. Sustainable tourism meets the need of 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 aspect of tourism deals ethical issues, cultural clashes and conflicts, threats of terrorism, crime, and child labour problem.

Figure- 03



- **Monetary Aspects:** Travel and tourism is an economic activity of a country and contributes to its GDP directly and also have its impact on economic prosperity through improving employment opportunities of a country. Sustainable tourism contributes to economic growth and potential for sustainable development. Tourism generates employment 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 of construction of roads, highways, bridges, metro, flyover, airports, railways etc.
- **Natural Aspects:** The Natural 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 increases 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.

5. ROLE OF SUSTAINABLE TOURISM IN MAKE IN INDIA

The role of sustainable tourism in make in India can be explained as under:-

- It provides investment opportunities at large scale 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 unskilled and semiskilled workers can sell their handmade products (rural arts and crafts, textiles and handlooms, jewelry and nature made products) that represent local culture and traditions to tourists.
- It also creates opportunities to invest in hotels, restaurants, resorts, villas, heritage hotels, convention center, garden, cinema halls, health care centers and hospitals, beauty clinic, motels and the like.
- It also lead people to save the beauty of environment, our Himalayas is also the revenue generating center because of its scenic beauty of high mountains and deep green forests and wild animals that attracts millions of tourists 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 in the country 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 tourists' 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.

6. ELEMENTS OF TOURISM SUSTAINABILITY

We may explain the elements of tourism sustainability as under:-

- Sustainable tourism heavily depends upon self-responsible tourism. The long term success of tourism destinations depends upon its management strategies for tourism in order to make a perfect place for tourism in and around the world.
- As we know, regular monitoring, reviewing and evaluating tourism performance with management strategies is required for long term sustainability.
- Continuous improvement of a tourist destinations in terms of infrastructures, health and hygiene factors, hospitality, cost factor, law and order and governance, safety and security, food customs, knowledge's and availability of accurate information.

7. THINGS TO BE CONSIDER TO ACHIEVE SUSTAINABILITY

If we have to achieve sustainability in tourism, we should be highly careful about following things:-

- **Role & Responsibility Tourism:** To ensure the long term appeal of destinations, role & responsibility of tourism strategies are must. It is a matter of survival of natural resources, heritage sites, temples, and the most important human beings can use as for future purposes.
- **Restore and Preserves Culture and Ethnic Art Forms:** Restoration of culture strengthens the culture\al values of the society and provides ample scope for research and innovation.
- **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.
- **Development of Tourism Infrastructure:** Infrastructure plays a vital role in tourism development. An infrastructural development in

tourist destinations is essential for sustainable tourism.

- **Marketing & Promotional activities regarding Tourism all over the world:** Marketing is a very important tool to promote the tourism destinations. Successful marketing of destinations attract potential travelers and also increase its number year on year.

- **Skill Development:** Skills development and training programmes organized by central and state governments and international organizations is a huge support for tourism development
- **Global Cooperation:** To promote sustainable and responsible tourism development of models and exchange of best practices are required.

Table- 02: India Tourism Statistics

Top 10 States/UTs of India in Number of Domestic and Foreign Tourist Visits – 2013-2014							
S.N.	State/UT	2013		2014		Growth Rate	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Tamil Nadu	244232487	3990490	327555233	4657630	34.12	16.72
2.	Uttar Pradesh	226531091	2054420	182820108	2909735	-19.30	41.63
3.	Karnataka	98010140	636378	118283220	561870	20.68	-11.71
4.	Maharashtra	82700556	4156343	94127124	4389098	13.82	5.60
5.	Andhra Pradesh	98017783	69552	93306974	66333	-4.81	-4.63
6.	Telangana	54084367	153966	72399113	75171	33.86	-51.18
7.	Madhya Pradesh	63110709	280333	63614525	31619 5	0.80	12.79
8.	West Bengal	25547300	1245230	49029590	1375740	91.92	10.48
9.	Bihar	21588306	765835	22544377	829508	4.43	8.31
10.	Rajasthan	30298150	1437162	33076491	1525574	9.17	6.15
Total of Top 10 States		944120889	14789109	1056756755	16706854		
Other		198408576	5161317	233360677	5860796		
Total		1142529465	19951026	1290117432	22567650		

Source: India Tourism Statistics, Ministry of Tourism, Govt. of India

Figure- 04

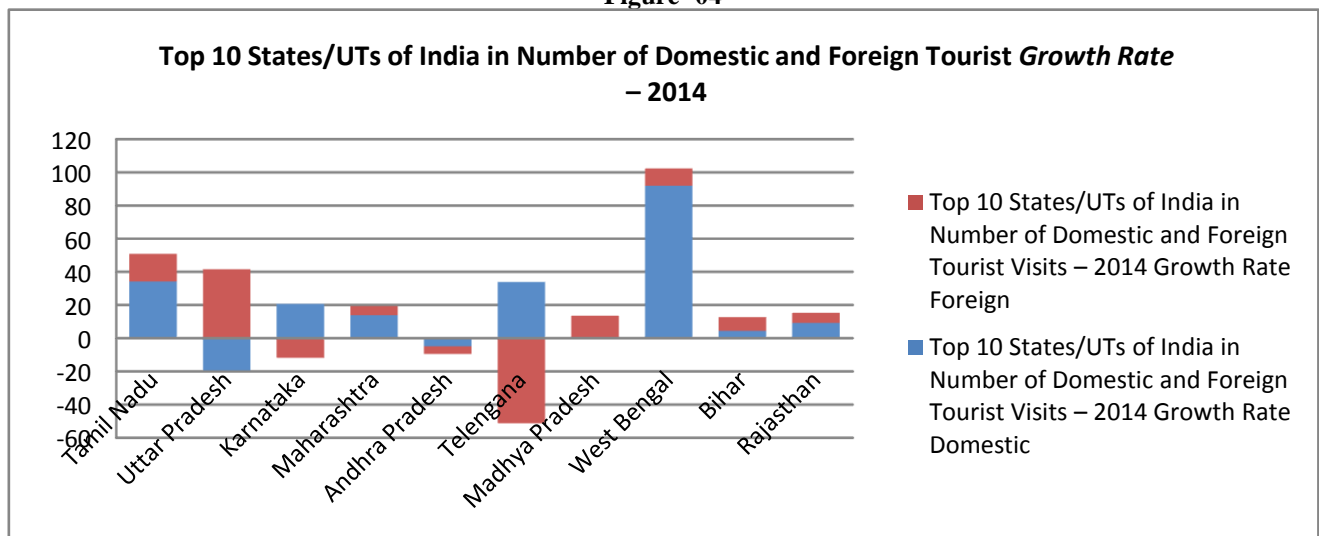


Table- 03: India Tourism Statistics

Top 10 States/UTs of India in Number of Domestic and Foreign Tourist Visits – 2014-2015							
S.N.	State/UT	2014		2015		Growth Rate	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Tamil Nadu	327555233	4657630	333459047	4684707	1.80	0.58
2.	Uttar Pradesh	182820108	2909735	204888457	3104062	12.07	6.68
3.	Andhra Pradesh	93306974	66333	121591054	237854	30.31	258.58
4.	Karnataka	118283220	561870	119863942	636502	1.34	13.28
5.	Maharashtra	92632097	4389098	103403934	4408916	11.63	0.45
6.	Telangana	72399113	75171	94516316	126078	30.55	67.72
7.	Madhya Pradesh	63614525	316195	77975738	421365	22.58	33.26
8.	West Bengal	49029590	1375740	70193450	1489500	43.17	8.27

9.	Gujarat	30912043	235524	36288463	284973	14.39	21.00
10.	Rajasthan	33076491	1525574	35187573	1475311	6.38	-3.29
Total of Top 10 States		1056756755	16706854	1197367974	16869268		
Other		233360677	5860796	234605820	6456895		
Total		1290117432	22567650	1431973794	23326163		

Source: India Tourism Statistics, Ministry of Tourism, Govt. of India

Figure- 05

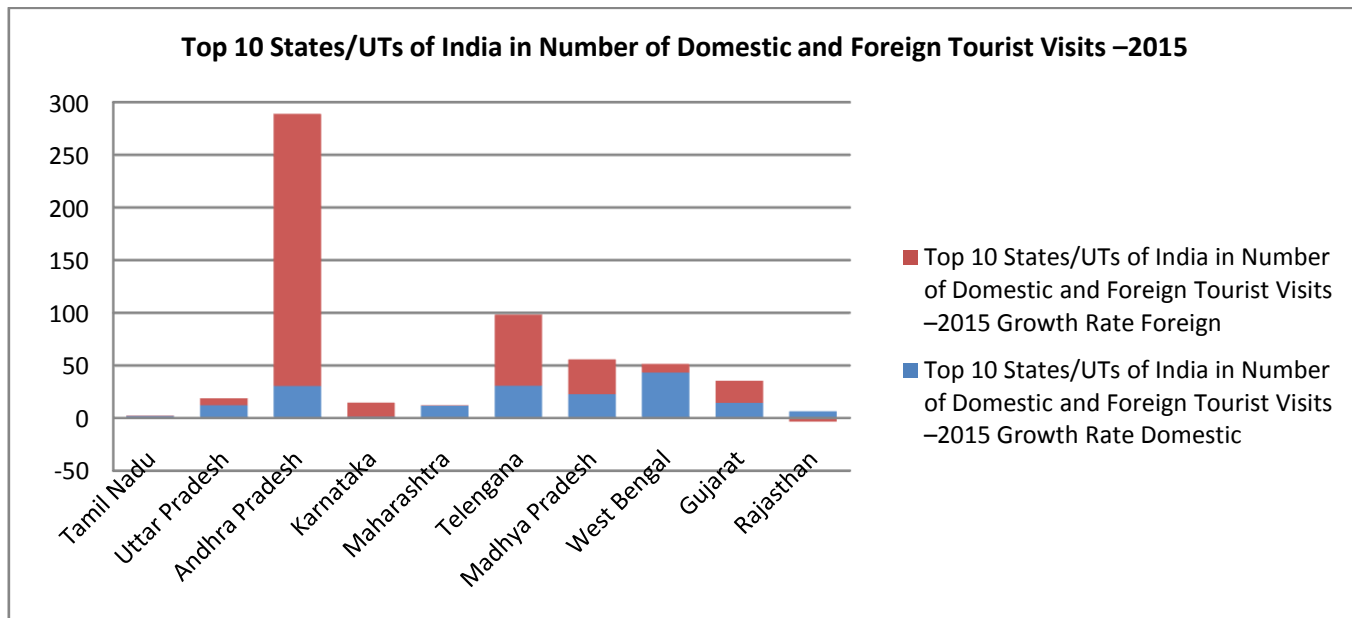


Table- 04 : India Tourism Statistics

Top 10 States/UTs of India in Number of Domestic and Foreign Tourist Visits – 2015-2016							
S. No.	State/UT	2015		2016		Growth Rate	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Tamil Nadu	333459047	4684707	343812413	4721978	3.10	0.80
2.	Uttar Pradesh	204888457	3104062	211707090	3156812	3.33	1.70
3.	Andhra Pradesh	121591054	237854	153163354	341764	25.97	43.69
4.	Madhya Pradesh	77975738	421365	150490339	363195	93.00	-13.81
5.	Karnataka	119863942	636502	129762600	461752	8.26	-27.45
6.	Maharashtra	103403934	4408916	116515801	4670049	13.68	5.92
7.	Telangana	94516316	126078	95160830	166570	0.68	32.12
8.	West Bengal	70193450	1489500	74460250	1528700	6.08	2.63
9.	Gujarat	36288463	284973	42252909	343752	16.44	20.63
10.	Rajasthan	35187573	1475311	41495115	1513729	17.93	2.60
Total of Top 10 States		1197367974	16869268	1358820701	17268301		
Other		234605820	6456895	256567918	7446202		
Total		1431973794	23326163	1615388619	24714503		

Source: India Tourism Statistics, Ministry of Tourism, Govt. of India

Figure- 06

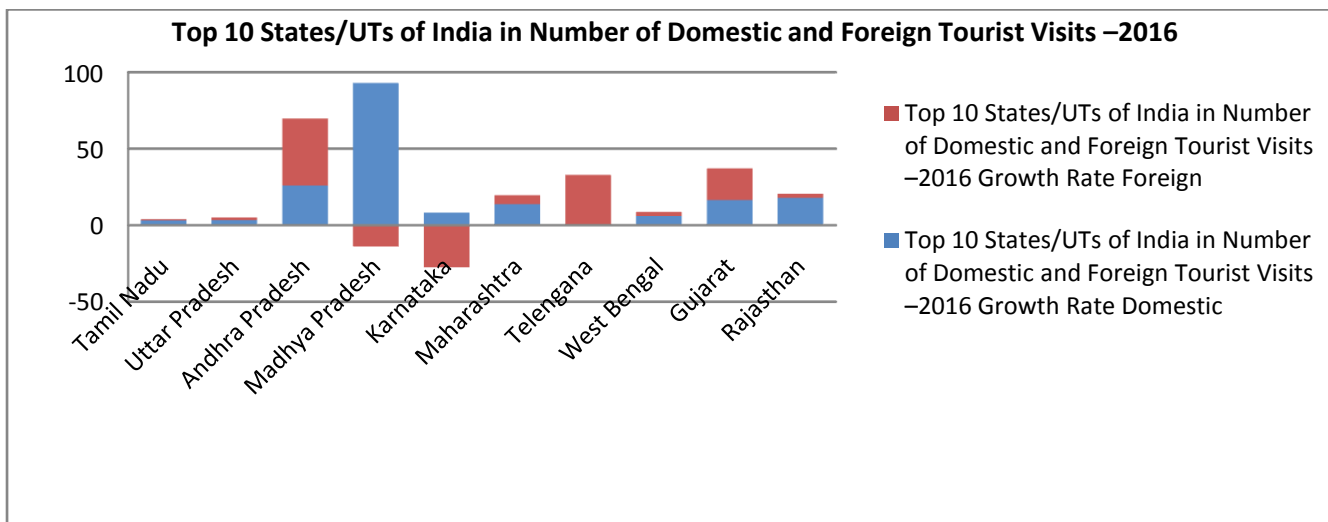
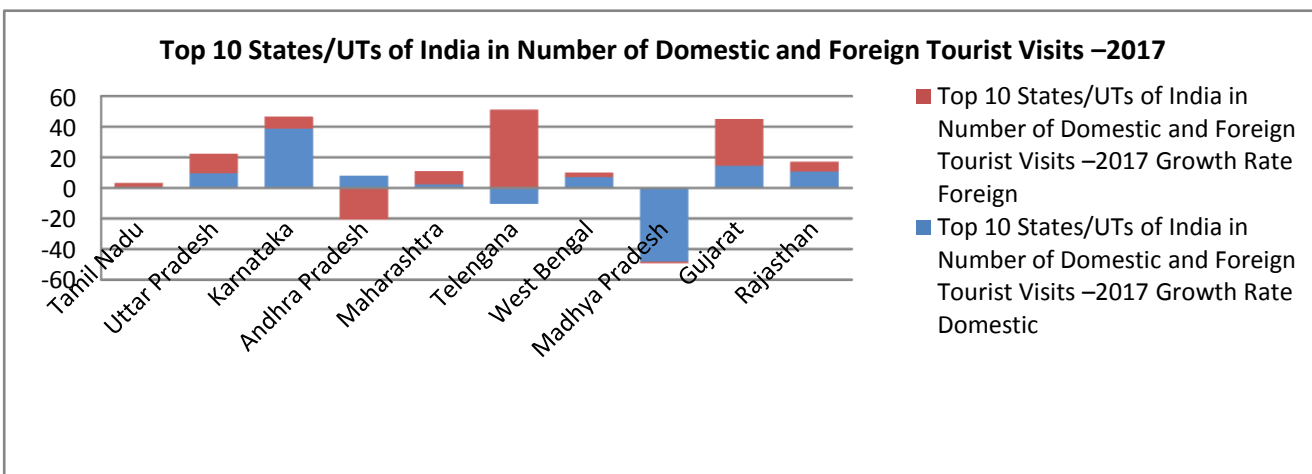


Table- 05 : India Tourism Statistics

Top 10 States/UTs of India in Number of Domestic and Foreign Tourist Visits – 2016-2017							
S.N.	State/UT	2016		2017		Growth Rate	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Tamil Nadu	343812413	4721978	345061140	4860455	0.4	2.9
2.	Uttar Pradesh	213544204	3156812	233977619	3556204	9.6	12.7
3.	Karnataka	129762600	461752	179980191	498148	38.7	7.9
4.	Andhra Pradesh	153163354	341764	165433898	271362	8.0	-20.6
5.	Maharashtra	116515801	4670049	119191539	5078514	2.3	8.7
6.	Telangana	95160830	16657	85266595	251846	-10.4	51.2
7.	West Bengal	74460250	1528700	79687645	1574915	7.0	3.0
8.	Madhya Pradesh	150490339	363195	78038522	359119	-48.1	-1.1
9.	Gujarat	42252909	343752	48343121	448853	14.4	30.6
10.	Rajasthan	41495115	1513729	45916573	1609963	10.7	6.4
Total of Top 10 States		1358820701	17268301	1380896843	18509379		
Other		256567918	7446202	271588514	8377259		
Total		1615388619	24714503	1652485357	26886638		

Source: India Tourism Statistics, Ministry of Tourism, Govt. of India

Figure- 07



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

- Swachh Bharat Swachh Smarak E-Posters – Taking a clue from “Swachh Bharat Abhiyan”, an initiative to see a cleaner India for protecting and preserving the sanctity of monuments of national

heritages. 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.

- **Welcome Cards** - India is well known universally for its hospitality culture. Going a step further, the Ministry of Tourism launched the special welcome cards that will be handed over 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 Indian

Tourism offices along with online and offline contact information which the tourists can use in case of any queries and problems. The main idea behind this being to make the experience of exploring the country hassle free.

- **Incredible India Calendar 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.

Table- 06: Number of Domestic Tourist Visits (DTVs) to all States/UTs in India, 2000 -2017

Year	Domestic Tourist Visits (in million)	Annual Growth (%)
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7.0
2006	462.44	18.0
2007	526.70	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017*	1652.49	2.3

Source: State/ Union Territory Tourism Departments

Figure -08

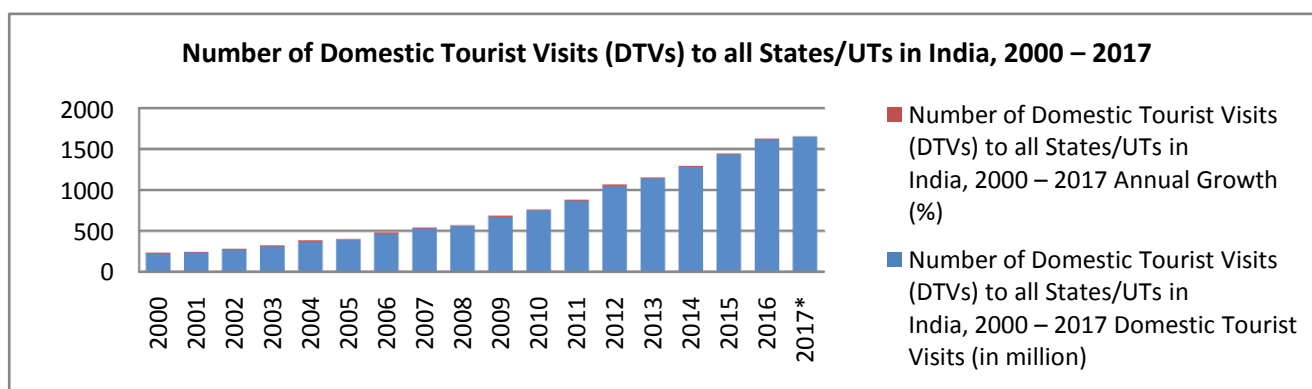


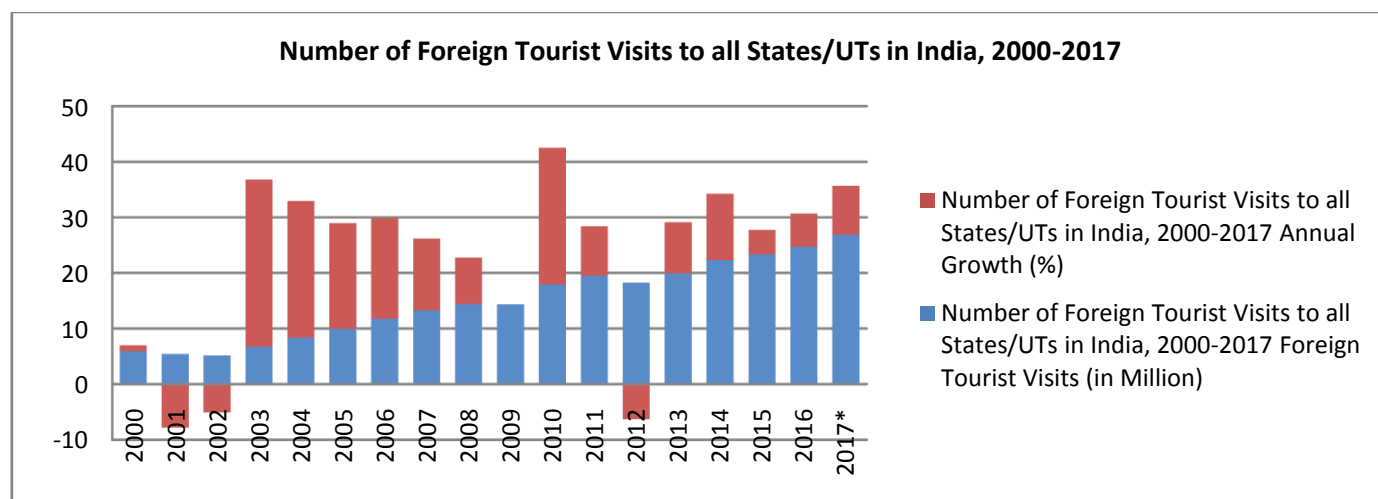
Table-07 Number of Foreign Tourist Visits to all States/UTs in India, 2000-2017

Year	Foreign Tourist Visits (in Million)	Annual Growth (%)
2000	5.89	1.1
2001	5.44	-7.8

2002	5.16	-5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.75	18.1
2007	13.27	12.9
2008	14.38	8.4
2009	14.37	-0.1
2010	17.91	24.6
2011	19.5	8.9
2012	18.26	-6.3
2013	19.95	9.2
2014	22.33	11.9
2015	23.33	4.4
2016	24.71	6.0
2017*	26.89	8.8

Source: State/ Union Territory Tourism Departments

Figure -09



- **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 greater scale, greater so as to enhance the programme’s reach and delivery, it has been decided to allow the following agencies/organizations to implement the programme in the country
 - Industrial units, associations of industries and professional / skills developing agencies with proven credentials; and
 - Hospitality Institutes approved by the AICTE /National Skill Development Authority / State Governments / Union Territory Administrations etc.
- **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, skills testing and certification of the vendors.

- **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 and problem 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 code1363.
- **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 facilitates 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.

8. STEPS/INITIATIVES TAKEN BY MINISTRY OF CULTURE

The Ministry of culture Govt. of India has taken following steps/initiatives to promote tourism:

- **Launching of Web based E-Ticketing:** To facilitate tourists to the monuments in getting better access, the facility of E-ticketing has been

launched. This facility will be available at some of the monuments 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.

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

Table- 08

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

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

- **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.

9. FUTURE PLAN: THE ROAD MAP AHEAD

- Sustainable tourism is not a particular form of tourism rather; all forms of tourism should drive to be more sustainable day by day.
- Tourism industry provides benefits to the backward people of the society economically and socially and encourages them to build social capital and community development by improving their living standards and conservation of environment. Thus, helps to maintain strong and cordial relations with other countries too.
- Tourism should be easily accessible for the tourists in order to untapped the potential of tourism in dynamic way.
- Regular Training should be provided to accommodation providers to upgrade the quality of service as per the expectation of tourists to meet the global standards.
- Efficient Promotion and Marketing of regional products like agricultural products and artisan goods, for local value creation and up gradation of the people engaged.

- Climate change is recognized as a major global issue, with significant implications for tourism. We have to cope up with it in a suitable manner.
- Addressing the issue of poverty in the light of Indian Tourism in order to uplift the poor sections of the society to allow them to come into the mainstream by enriching them.
- The quality management is the issue that needs to be addressed on regular basis.
- Improvement in transport facilities is essential for domestic as well as foreign tourists.
- Prosperity of tourism industry should be allowed but not at the cost of quality of life.
- Interest of different stakeholders group must be protected on priority basis while designing policies and programmes for sustainable tourism development.
- Sustainability is the responsibility of all those people who are engaged in tourism activities and to know the impact of their actions on the environment as a whole with purpose to bring required changes.
- Obligations on the part of the governments to provide an environment that enables the tourism sector as a whole to achieve the issue of sustainability in a proper and effective manner.

10. CONCLUSION

Sustainability in tourism can be achieved only by responsible tourism. Tourism sustainability depends upon the behavior of tourists and the local people working in tourism sector, towards the protection of environment, forest, wild life, beaches, temples, archeological sites. The main objective behind sustainability is to meet the expectations of future travelers 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 professionals on their application, by

collection of data and information about the impact of environment, economic, and social development in the tourist destination. Sustainability ensures future and survival of the tourism sector as a whole.

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