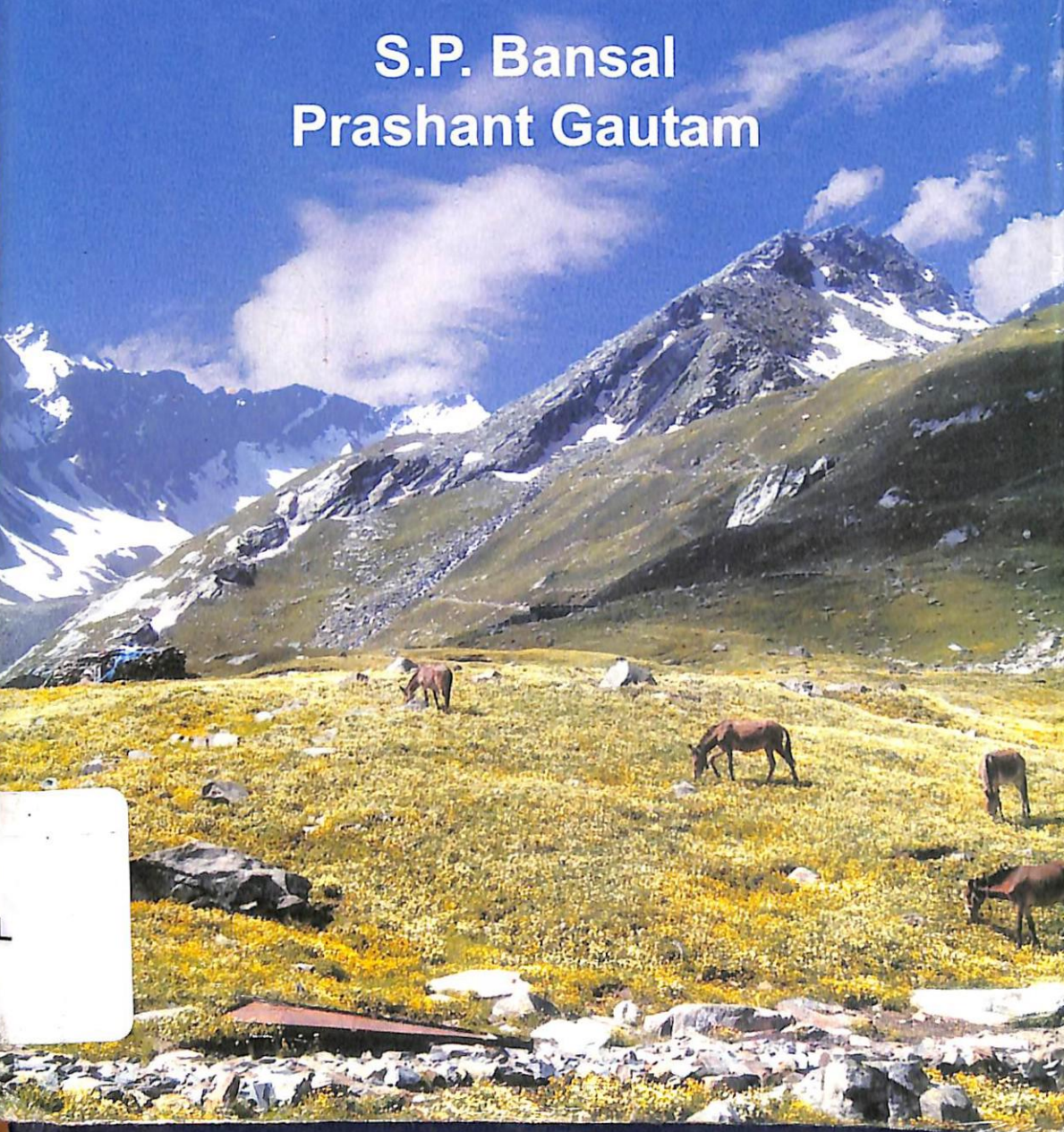


# **Sustainable Tourism Development**

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**A Himalayan Experience**

**S.P. Bansal  
Prashant Gautam**



# Sustainable Tourism Development

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S.P. BANSAL  
PRASHANT GAUTAM



INDUS PUBLISHING COMPANY  
in association with  
Institute of Integrated Himalayan Studies  
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## Foreword

The importance of tourism in the economic development of a region can hardly be overstated. The boom this sector has witnessed in the recent years has put it in the forefront of economic policy and planning. The experts estimate that the sector is poised for phenomenal growth in a not too distant future. It is in this macro context that this book on sustainable tourism development is both topical and relevant to delineate the road map for tourism promotion, specifically in the State of Himachal Pradesh.

Himachal, situated in the lap of mighty Himalayas, is recognized as one of the oldest tourist destinations in the country. Be it the sages of the ancient ages or the Englishmen of the British Empire, or the old and young of the present, the lure of this mountainous state, with its salubrious climate, enchanting beauty, rich heritage and peace-loving people has been irresistible. The role of tourism in the socio-economic development of the state is, therefore, of greater relevance.

Tourism can be a double edge sword. While it has immense potential to be in the fore-front of socio-economic development of the region, it can also put tremendous pressure and strain on environment and socio-culture ethos. The issue of sustainability, thus, assumes great importance. The present work of Dr. S.P. Bansal and Dr. Prashant Gautam seeks to address this critical issue and the responsibility of various stakeholders towards finding solutions to preserve and promote tourism as an instrument of sustainable growth while conserving the environment and culture.

TARUN SHRIDHAR, IAS  
Commissioner,  
Tourism & Civil Aviation, H.P., Shimla



## Prologue

Since ages, the Himalaya has attracted people for religious and spiritual concerns to historical and literary import, from cultural and traditional essentials to medicinal and adventure significance, it has preserved us in many ways and its flora, fauna and ecology has provided us sustenance. Its unique ambiance has inspired scholars, writers, poets, spiritual leaders and scientists. In short, we tend to look at the mighty Himalaya as a father-figure which has been a source of food, shelter and livelihood for its inhabitants.

There are a whole range of recreational activities associated with the natural areas of the Himalayas that generate income locally and nationally, from mountaineering, and other activities like watching wildlife and even culture and traditions. There are many areas in the Himalayas with great recreational value for which a dollar figure cannot easily be given because visitors use the area without direct payment. Although not strictly speaking a "recreation" function, the educational value of Himalayas is closely related: that will educate visitors on the functions and values of Himalayan ecosystems, biodiversity issues, and other environmental matters in an essentially recreational setting.

Because of the growing popularity among tourists and the interest of the inhabitants to use the tourist potential of area, the Himalayan areas are facing a considerable boom in tourism and in the next few years that may overrun the local communities, like it happened in many Himalayan places before, as once the now famous Kullu valley was idealized in a rosy way but today it is described as a fairly charmless town by some travel books and guides.

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At present the Himalaya is facing acute ecological problems; it still can be a provider if its environmental exigency and the socio-cultural needs of the people are taken into consideration with a holistic approach. In this field tourism can play a significant role as tourism has become an important economic indicator for the Himalayan area.

The current issue of degradation of the Himalayan area can be handled by taking sustainable development into consideration. Development of tourism on sustainable basis will guide us to minimise the problems generated in the Himalayan area due to tourism activities. Sustainable tourism development is not possible if it remains the responsibility of the government. Tourism, if implemented carefully, can be best option for the development process, but need is to check its negative impacts.

This present work on sustainable tourism development in the Himalayan area is an outcome of Research Project funded by Institute of Integrated Himalayan Studies (UGC Centre of Excellence). This institute was set up by Himachal Pradesh University on 1<sup>st</sup> April 2002. IIHS has a mandate to strive for the sustainable development and preservation of cultural/spiritual heritage of the Indian Himalayas through action and thematic programmes rooted in a multi/interdisciplinary and inter-sectoral approach. The mission of the Institute is to create integrated knowledge base and evolve strategies for the development of Himalayan region and its people through research, academic courses and service with global perspective.

PROF. YOGINDER VERMA

Director

Institute of Integrated Himalayan Studies

(UGC Centre of Excellence)

Himachal Pradesh University

Summer Hill, Shimla (H.P.)

## Preface

Present tourism has crossed boundaries, leaping from local to domestic and is now showing increasing international flows. At the moment there are more than 700 million people travelling around the world. It is seen though that it is the developed and westernized countries where tourism is concentrated. These industrialized countries with stable economies emerge as main generators and receivers of tourism.

It will be appreciated that international tourism has now assumed dramatic proportions, as much as a dominant economic force, as in terms of social movement. The prognosis made by various scholars and institutions unanimously indicate towards a magnanimous and yet sustained growth in the number of globetrotters and consequently the impact of this smokeless industry on the socio-economic, cultural and ecological spheres, cannot be ignored.

*Tourism on account of its multifarious and far-reaching benefits in terms of employment generation, foreign exchange earnings, improvement in living standards, modernization of infrastructure and contribution towards protection, preservation and conservation of our natural and cultural heritage, obviously becomes vitally significant for the developing economies as an agent to the holistic development.*

Tourism growth is one of the greatest success stories of our times. But, in recent years, there have been increasing warnings: the deterioration of some destinations, the overwhelming of some cultures, bottlenecks in transport facilities, and growing hostility of residents in some destinations. Therefore, the overriding



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concern for the industry must be to seek out ways to enhance rather than degrade its core product—the environment—upon which all of humanity must depend for survival. In other words, the environment is tourism's resource. It is our environment or rather the experience or enjoyment of it that the tourism industry promotes and sells. The close relationship between tourism and the environment and importance of environmental planning and sustainable tourism development planning are being increasingly recognized.

Sustainability of tourism is a positive approach intended to reduce the tensions and frictions created by complex interactions between the tourism industry, visitors, the environment and the communities which include host to holiday-makers. It is an approach, which involves working for the long-term viability and quality of both natural and human resources. It is not anti-growth, but it acknowledges that there are limits to growth. Those limits will vary considerably from place to place, and according to management practices it recognizes that for many areas tourism was, is and will be an important form of development. It seeks to ensure that tourism developments are sustainable in the long term and, wherever possible, help in turn to sustain the areas in which they operate. And, for good measure, sustainable tourism also aims to increase visitor satisfaction.

All those involved in tourism have a responsibility to learn how to contribute towards more sustainability and what different organizations and individuals can do about them in practice. For example, what can private companies do to further sustainable tourism? How can central and local government policies contribute? How many tourists develop a better understanding and respect for the people living there? What approaches can be used to foster community tourism? Can the community be fully involved in tourism planning and in gaining the benefits tourism can bring? In what ways can an effective dialogue and mutual understanding are encouraged between those involved in tourism and those who are not, and between those who have different priorities? Such questions lead to a range of related issues that are particularly difficult. For example, how can sustainable tourism

be economically viable for private companies? Will the tourism industry, tourists, government and local communities accept local and global responsibility for tourism which is environmentally, socially and economically sensitive?

The concept of tourism has been discussed in the first chapter. Topics like defining tourism; relation between tourism, recreation and leisure has been discussed in this chapter. It also envisages impacts of tourism worldwide. The main objective of this book is to study the sustainable tourism development in Himachal Pradesh and the issues related with it.

The second chapter deals with some prior studies upon mass tourism, leisure, sustainable tourism development and related topics. A review of studies on Himachal perspectives has been undertaken in this chapter. A detailed list of related studies has been given, which may be very useful for the tourism researchers.

The third chapter focuses on tourism development and tourism trends in global, Indian and Himachal perspective. It also takes into account the tourism resources of Himachal Pradesh. The fourth chapter analyses the conceptual basis of sustainable tourism development. The fifth chapter deals with the analysis of primary survey conducted to find out the profile of tourists visiting Himachal Pradesh. The sixth chapter takes up an analysis of primary survey of various stakeholders in tourism industry for finding the tool for sustainable tourism development. It is concluded that for the development of tourism in a sustainable manner there must be a positive synergistic relationship among tourism, locals, biodiversity and the management. All these are linked with each other and are interdependent, and each of them requires proper attention for the development of tourism in a sustainable manner.

The seventh chapter considers the key issues and problem areas in sustainable tourism development based on opinion survey. This chapter is an outcome of the worksheet of statements developed for the survey on Delphi technique. This chapter consists of qualitative analysis of interviews conducted of various experts selected on convenient and judgement basis. The eighth chapter contains some case studies on sustainable tourism development



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in the Himalaya, which show how tourism has the potential to provide many benefits, while it also generates many changes that can have positive and negative impacts. Systematic planning and careful management at the project level can help stakeholders to be aware of these considerations. At the same time, systematic integrated planning can give a clearer picture of the positive and negative impacts for all stakeholders.

The ninth chapter contains the summary, conclusions of the findings and concludes the discussion. Efforts have been made to develop some practical suggestions for the development of Indian tourism on sustainable basis. Tourism has now taken the shape of a social phenomenon. Due to change in the lifestyles and economic patterns of people, tourism has become an essential part of their lives and an important economic indicator. That is why many countries are trying to develop tourism in a fashioned manner. It is, therefore, prerequisite to understand why people travel and what they want? And what we can offer to them. Hence the need of the hour is to study these push and pull factors and various other constraints for development of tourism on sustainable basis so that we can develop marketing plans for successful sustainable tourism development.

Our deep sense of gratitude to Prof. Yoginder Verma, Director, Institute of Integrated Himalayan Studies, H.P. Univ., Shimla, who sponsored this study and guided us continuously during the course of this study.

We are also obliged to all those respondents, who warmly cooperated the field staff in providing relevant information required for the completion of this book.

We are sure that this volume will be of great interest to policy-makers, tourists, academicians, researchers and all those interested in the study of various aspects of tourism. Moreover, the subject has been recently introduced in tourism course curriculum in various universities and, therefore, this book will be of great help for postgraduate and undergraduate tourism students.

S.P. BANSAL  
PRASHANT GAUTAM



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## Abbreviations

CHT	- Cultural and Heritage Tourism
CII	- Confederation of Indian Industries
CTC	- Canadian Tourism Commission
DoT	- Department of Tourism
FCI	- Food Craft Institute
EFTGA	- European Federation of Tourist Guides Association
HPMC	- Himachal Pradesh Horticultural Produce and Marketing Corporation
HPTDC	- Himachal Pradesh Tourism Development Corporation
IATA	- International Air Transport Association
ICAO	- International Civil Aviation Organization
ICOMOS	- International Council on Monuments and Sites
ITDC	- India Tourism Development Corporation
ITO	- Indian Tourism Office
IUOTO	- International Union of Official Travel Organizations
MICE	- Meeting Incentives Conferences Expositions
NRI	- Non Resident Indians
PATA	- Pacific Area Travel Association
STD	- Sustainable Tourism Development
STDC	- State Tourism Development Corporation
TAAI	- Travel Agent Association of India
TFCI	- Tourism Finance Corporation of India
TRC	- Tourism Reception Centre

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- UFTAA – Universal Federation of Travel Agent Association
- UNESCO – United Nations Educational, Scientific and Cultural Organization
- UNDP – United Nations Development Program
- WTO – World Tourism Organisation
- WTTC – World Tourism and Travel Council



## CHAPTER ONE

# Introduction

There is growing recognition worldwide of the essential role tourism can play in reducing poverty and promoting sustainable development, especially in developing economies. Several governments and international aid agencies have experienced the positive impact that tourism development brings to a country by creating economic opportunities, which improve people's quality of life. With careful planning, the poor may be directly benefitted from well-conceived tourism strategies and plans. The focus is known as "pro-poor tourism".

While the existing tourism system can occasionally bring some benefits to the poor, pro-poor tourism uses a combination of positive partnerships between the private and the public sectors and a consideration of social, economic and environmental concerns to effect change and provide long-term improvements that may reduce or potentially eliminate poverty. Pro-poor tourism involves targetting and involving the poor in each step of the process to protect natural resources, preserve cultural traditions and create on-going employment for the community as a whole. Tourism can, for example, provide employment to the local people, but it can also contribute to an increase in their cost of living, e.g. housing, food, etc. It can give visitors a great understanding and appreciation of people from diverse backgrounds, but it may also result locally in a disruption of customs and traditions. It can improve roads and infrastructure, but it may also require communities to raise taxes for additional services. It can provide

better recreational and cultural facilities, but also create overcrowding, traffic congestion, litter, vandalism and crime (United Nations 2003).

Since ages, the Himalaya has attracted people. Its impact on life has been all-pervading from religious and spiritual concerns to historical and literary import, from cultural and traditional essentials to medicinal and adventure significance, it has preserved us in many ways and its flora, fauna and ecology has provided us sustenance. Its unique ambiance has inspired scholars, writers, poets, spiritual leaders and scientists. In short, we tend to look at the mighty Himalaya as a father figure who has been a source of food, shelter and livelihood for its inhabitants. Though of late it is facing acute ecological problems, it still can be a provider if its environmental exigency and the socio-cultural needs of the people are taken into consideration with a holistic approach. In this field tourism can play a significant role as at present tourism has become an important economic indicator for the Himalayan area.

There is a widespread optimism that tourism might be a powerful and beneficial agent of both economic and social change. Indeed tourism has stimulated employment and investment, modified land use and economic structure, and made a positive contribution of the balance of payments in many countries throughout the world. Tourism is widely believed to be the most rapidly growing global industry, and the world tourism organization predicts that international tourism will grow approximately by 4% per year through the year 2010 (Campbell 1999).

### 1.1. The Nature of Tourism

Tourism as a socio-economic phenomenon comprises the activities and experiences of tourists and visitors away from their home environment, and serviced by the travel and tourism industry and host destinations. The sum total of this activity, experience and services can be seen as the tourism product. Understanding the interrelationships between several parts of the system enables all tourism stakeholders to improve planning and

management effectiveness and enhance the likelihood of success.

Essentially, the tourism system can be described in terms of supply and demand. Tourism planning should strive for a balance between demands (market) and supply (development). This requires an understanding not only of market characteristics and trends but also of the planning process to meet the market needs. Furthermore, the context of the supply and demand sides needs to be carefully monitored and managed, e.g. ecological, political, social, cultural and other factors in the external and internal environments of the visitor demand and destination supply components must be carefully considered.

Often tourists from core generating markets are identified as the demand side; the supply side includes all facilities, programmes, attractions and land uses designed and managed for the visitors. These supply side factors may be under the control of private enterprise, non-profit organizations and/or governments. New and innovative forms of partnerships are also evolving to ensure the sustainable development and management of tourism-related resources.

The supply and demand side can be seen to be linked by flows of resources such as capital, labour, goods and tourist expenditures into the destination, and flows of marketing, promotion, tourist artifacts and experiences from the destination back into the tourist-generating regions. In addition, some tourist expenditures may leak back into the visitor-generating areas through repatriation of profits of foreign tourism investors and payment for imported goods and services provided to tourists at the destination. Transportation provides an important linkage both to and from the destination.

For planning purposes, the major components that comprise the supply side are:

- Various modes of transportation and other tourism-related infrastructure.
- Tourist information.
- Marketing and promotion.
- The community or communities within the visitor destination area.



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- The political and institutional frameworks for enabling tourism.

The tourism system is both dynamic and complex due to many factors linked to it and because of the existence of many sectors contributing to its success. These factors and sectors are linked to the provision of the tourist experience and generation of tourism revenues and markets. As a large number of stakeholders are involved in this system, there is a growing recognition that their interdependence is essential for sustainable pro-poor tourism. The dynamic nature of tourism system makes it imperative to scan the external and internal environment of the destinations on a regular basis so as to make changes when necessary to ensure a healthy and viable tourism industry. Thus, it is now an accepted fact that tourism development can no longer work in isolation of the environment and the local communities, nor can it ignore the social and cultural consequences of tourism.

### 1.2. Importance of Tourism Business

In the contemporary world, tourism is very much relevant in the development of the economies. A large number of developing countries are today fully aware of the potential benefits of tourism and most of those having suitable tourism infrastructure are well ahead in the way of exploiting this avenue for economic development. Recognition of the growing importance of tourism in the developing countries is also reflected in rapidly expanding literature on the subject. The major focus of this literature is on international tourism as a source of foreign exchange. Tourism (domestic or international) can also play an important role in creating employment and income opportunities, in diversifying the regional imbalance through its backward and forward linkage efforts on the local industries and enterprises in the poor and backward area of economy. It is therefore necessary to emphasise once again that from an economic point of view, tourism seems to play two major yet distinct roles in the overall development of the economy: (1) As a parameter of development of backward resource poor areas mainly through the utilization of the relatively

abundant human resources and thereby reducing regional disparity in the overall development of the economy, and (2) as a source of earning scarce foreign exchange.

### **1.3. Definitions of Tourism**

Because of the complexity and importance of tourism in the world, there is a need to define it so as to better understand it. Tourism can be defined as the sum of all relationships arising from the interaction of tourists, businesses, tourist governments, and the host government and communities.

H. Robinson (1976) described a tourist as a person travelling for more than a day to any place other than where he normally lives. Sir George Young (1973) gives a broader definition, saying that a tourist is someone who travels away from home. Professor W. Hunziker of Switzerland defined tourism in 1942 as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity."

In 1975 the Department of Hotel, Catering and Tourism Management at the University of Surrey, England, adopted a broader view: "Tourism denotes the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations. Much of this movement is international in character and much of it is a leisure activity."

A.J. Burkart and S. Medlik (1981) suggest that both the journey and stay, outside the normal place of residence and work, if it is temporary, can be defined as tourism.

The varied nature of these definitions is significant pointer towards the complex nature of tourism. In 1937, the League of Nations realized the importance of collecting tourism data. It suggested that tourists be considered those people travelling for a period of twenty-four hours or more in a country other than the one in which they usually reside. The committee assigned the task by the League of Nations regarded tourists as those travelling for pleasure, health and domestic reasons; those travel-

ling to international meetings; those travelling for the purpose of business; and those arriving in a country by a sea cruise regardless of the length of stay, which in many cases was less than twenty-four hours.

People not regarded tourists are those entering a country to work, reside, or go to study. Also not considered tourists are people living near frontiers who work in an adjacent country, or travellers passing through a country without stopping.

This was revised at a United Nations Conference on International Travel and Tourism in Rome in 1963 as follows: The term 'visitor' describes any person visiting a country for any reason other than following an occupation enumerated within the country visited. Visitors were divided into two categories.

1. Tourists are temporary visitors staying over twenty-four hours in the country visited, whose journey is in one of the following categories: leisure, recreation, holiday, sport, health, study, religion, business, family, friends, mission, meetings.
2. Excursionists include temporary visitors staying less than twenty-four hours in the country visited, including cruise passengers.

This distinction between the two kinds of visitors is important, as excursionists require less planning for accommodations, but more with regard to transportation and shopping facilities.

Another term used frequently is 'travel'. In most cases the terms 'travel' and 'tourism' are used as synonyms, although some writers have tried to draw a fine line between the two. Douglas Frechtling, former Director of the U.S., Travel Data Centre, uncomfortable with both terms, devised a definition for the term 'traveller' as one who takes a trip of at least one hundred miles away from home and returns.

The term 'tourism' has become more popular with the government agencies. Many states in the U.S., the provinces and territories in Canada, as well as in various countries, are using the term 'tourism' in their agency titles. For example, there is the British Tourist Authority, the U.S. Travel and Tourism Administration, the Tourism Industry Association of Canada, and



the World Tourism Organization (WTO). The everyday use of 'tourist' is usually associated with some sort of pleasure trip, while 'traveller' usually has a broader meaning to include trips for both pleasure and business.

All definitions have three common elements at either the domestic or international level. They are: (1) movement between two or more places (origin and destination); (2) purpose; and (3) time (temporary). Most organizations have established a minimum mileage between two places to qualify as tourism.

The explanations of the term 'tourist' exclude certain types of trips. The U.S. Travel Data Centre excludes travel undertaken as part of an operation crew on some form of public transportation such as airplane or train, the journey to work, and student travel to and from school. In general, most measurements and definitions exclude migrant workers and other temporary workers, students, and immigrants.

The time element, referring to the length of time that a visitor is in an area, is divided into two categories: less than twenty-four hours and at least twenty-four hours. The basic concept is that tourists or travellers will return to their original residence having visited an area for the purpose defined as a trip.

#### **1.4. Tourism Re-defined**

On 4 March 1993, the United Nations Statistical Commission adopted WTO's recommendations on tourism statistics. This endorsement represents a milestone for the tourism industry. Standard definitions and classifications provide decision-makers with a common basis for accurately measuring the economic impact of tourism.

Essentially, WTO has taken the concept of 'tourism' beyond a stereotype image of 'holiday-making'. The officially accepted definition in the report is:

"Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

The report distinguishes the following types of tourism:

- a) Domestic tourism involving residents of a country visiting their own country.
- b) Inbound tourism involving non-residents visiting a country other than their own.
- c) Outbound tourism involving residents of a country visiting other countries.

These three basic forms of tourism can in turn be combined to derive the following categories of tourism:

- a) Internal tourism which comprises domestic tourism and inbound tourism.
- b) National tourism which comprises domestic tourism and outbound tourism.
- c) International tourism which comprises inbound and outbound tourism.

Underlying the above conceptualization of tourism is the overall concept of 'traveller' defined as "any person on a trip between two or more countries or between two or more localities within his/her country of usual residence."

All types of travellers engaged in tourism are described as 'visitors'—a term that constitutes the basic concept for the whole system of tourism statistics.

A 'visitor' is defined as a person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

'Visitors' are subdivided into two categories:

- i) *Same-day visitors*: Visitors who do not spend the night in a collective or private accommodation in the country visited.
- ii) *Tourists*: Visitors who stay for at least one night in a collective or private accommodation in the country visited.

### 1.5. Relationship between 'Leisure', 'Recreation' and 'Tourism'

The words 'Leisure', 'Recreation' and 'Tourism' are often seen as synonyms and used interchangeably. There is, however, a subtle difference in their meaning. Leisure is a measure of time; recreation denotes an activity or activities, while tourism encompasses both what exactly is the relationship between these words? Leisure is a measure of time left over after work, rest, sleep and household chores. Leisure is the time when an individual can do what he likes to refresh his/her spirits.

Recreation means a variety of activities which a person could choose to refresh his/her spirit. It may include activities as diverse as a game of golf, watching television or travelling abroad.

Tourism, therefore, is simply one of these activities which a person could undertake during his leisure time to refresh his/her spirit. It places tourism firmly as a part of recreation activities spectrum of a person.

### 1.6. Classification of Tourism

Tourism can be classified into six distinct categories according to the purpose of travel.

1. **Recreational:** Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches, etc.

2. **Cultural:** Cultural tourism satisfies the cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.

3. **Sports/Adventure:** Trips taken by people with a view to playing golf, skiing or hiking, fall within this category.

4. **Health:** Under this category, people travel for medical treatment or visit places where there are curative possibilities, for example, hot springs, spas, yoga, etc.

5. **Convention tourism:** It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.



**6. Incentive tourism:** Holiday trips are offered as incentives by major companies to dealers and salesmen who achieve high targets in sales. This is a new and expanding phenomenon in tourism. These are in lieu of cash incentives or gifts. Today, incentive tourism is a 3 billion dollar business in the USA alone (Seth 1997).

### 1.7. Impacts of Tourism

Establishing or developing a tourism industry involves expenditure as well as gains, costs and benefits. If these impacts are taken into consideration from the outset of planning, strengths and opportunities can be maximized while weaknesses and threats can be minimized. A list of potential costs and benefits are presented below. Each destination will be different in terms of tourism characteristics. The costs and benefits of tourism will vary in each destination and can change over time, depending on tourism and other activities in a destination's local and regional context. Table 1.1 presents some of the positive and negative impacts of tourism.

Table 1.1. Impacts of tourism

Economic benefits	Economic costs
<ul style="list-style-type: none"> <li>• Tourism generates local employment, directly in the tourism sector and in support and resource management sectors.</li> <li>• Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts and guide services.</li> <li>• Tourism generates foreign exchange for the country and injects capital and new money into the local economy.</li> </ul>	<ul style="list-style-type: none"> <li>• Higher demand created by tourism activity may increase the price of land, housing and a range of commodities necessary for daily life.</li> <li>• Demands on health service provision and police services can increase during the tourist seasons at the expense of the local tax base.</li> </ul>

*contd.*

- Tourism helps to diversify the local economy.
- Improved road systems and infrastructure that contributes to the entire destination can be justified and supported by the benefits from tourism development.
- Often the jobs created through tourism can be low-paying and unskilled but they constitute an important step for the poor to improve their economic condition.
- Increased tax revenues from tourism.

Social benefits	Social costs
<ul style="list-style-type: none"> <li>• The quality of life of a community can be enhanced by economic diversification through tourism.</li> <li>• Recreational and cultural facilities created for tourism can be used by local communities as well as domestic/international visitors.</li> <li>• Public spaces may be developed and enhanced through tourism activity.</li> <li>• Tourism enhances local community's esteem and provides an opportunity for greater understanding and communication among peoples of diverse backgrounds.</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid tourism growth can result in the inability of local amenities and institutions to meet service demands.</li> <li>• Without proper planning and management, litter, vandalism and crime often accompany tourism development.</li> <li>• Tourism can bring overcrowding and traffic congestion.</li> <li>• Visitors bring with them material wealth and apparent freedom. Young members of the host community are particularly susceptible to the economic expectations these tourists bring and can result in complete disruption of traditional community ways of life.</li> <li>• The community structure may change, e.g. community bonds, demographics and institutions.</li> </ul>

*contd.*

	<ul style="list-style-type: none"> <li>The authenticity of the social and cultural environment can be changed to meet tourism demands.</li> </ul>
<b>Cultural benefits</b>	<b>Cultural costs</b>
<ul style="list-style-type: none"> <li>Tourism can enhance local cultural awareness.</li> <li>Tourism can generate revenue to help pay for the preservation of archaeological sites, historic buildings and districts.</li> <li>Despite criticism about the alteration of cultures to unacceptable levels, the sharing of cultural knowledge and experience can be beneficial for hosts and guests of tourism destinations and can result in the revival of local traditions and crafts.</li> </ul>	<ul style="list-style-type: none"> <li>Youth in the community begin to emulate the speech and attire of tourists.</li> <li>Historic sites can be damaged through tourism development and pressures.</li> <li>There can be long-term damage to cultural traditions and the erosion of cultural values, resulting in cultural change beyond a level acceptable to the host destination.</li> </ul>
<b>Physical environmental benefits</b>	<b>Physical environmental costs</b>
<ul style="list-style-type: none"> <li>Parks and nature preserves may be created and ecological preservation supported as a necessity for nature-based tourism.</li> <li>Improved waste management can be achieved.</li> <li>Increased awareness and concern for the environment can result from nature-based tourism activities and development.</li> </ul>	<ul style="list-style-type: none"> <li>Negative change in the physical integrity of the area.</li> <li>Rapid development, over-development and overcrowding can forever change the physical environment and ecosystems of an area.</li> <li>Degradation of parks and preserves.</li> </ul>

Source: United Nations (2003). *Poverty Alleviation through Sustainable Tourism Development*, New York.

These positive and negative aspects of tourism call for sustainable development.



### 1.8. Need for Sustainable Tourism Development

Until the beginning of last decade tourism was seen as a profitable sector of business with no obvious constraints to growth, few barriers to entry to the market, an almost universal welcome from governments and, for the most part, entailing few effective regulatory requirements to take the environment into account. Commercial organizations, large and small, act on the Dowkin's principle of self interest. They do not make significant changes to the way they do business, which could be because of exhortations or out of good intentions, except in response to the pressure of external factors that cannot be avoided, or to seize a competitive advantage.

International tourism has brought in a phase in which the opportunities for making quick profits from exploiting what were regarded as freely available natural resources dazzled the eyes of government and businessmen, as well as many local residents.

As there are many economic, social, ecological and political limits to tourism development, sustainable strategies are necessary to eradicate these problems.

### 1.9. Concept of Sustainable Tourism Development

The World Commission on Environment and Development (The Brundtland Commission) brought the term 'sustainable tourism development' into common use in its seminal report (1987) called 'Our Common Future.'

"Sustainable Development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The definition has within it two concepts:

- The concept of 'needs', especially the needs of the poor.
- Ability to meet the present and the future needs.

"Basically, when we talk of sustainable development, the easiest definition is what we, the present generation, have inherited a certain amount of ecology and environment

surrounding in terms of land, water and air; when we leave it to the next generation, we should leave it at least in the same condition, if not in a better condition than what we inherited. This is the sum and substance of sustainable development, putting it in elementary terms."

### **1.10. Sustainable Tourism: Basis, Definition and Principles**

In order to ensure that destinations benefit from tourism and do not suffer the negative impacts identified, this section introduces the concept of sustainable tourism and presents principles that may be used as guide to the overall planning and development process.

#### **1.10.1. The Basis of Sustainable Tourism**

Over the past two decades, the inter-relatedness of all earth and human systems has become abundantly clear. It is understood that no human action ever occurs in total isolation from other natural systems. There is a growing awareness of the reality that humans are dependent on the limited and finite resources of the earth. This was very clearly identified at the World Summit on Sustainable Development.

Among the principles and imperatives that promote and enhance the vision of sustainable future are the following:

- Prudent use of the earth's resources within the limit of the planet's carrying capacity.
- Devolution of top-down decision-making responsibilities to a broader range of the destination's stakeholders.
- The abatement of poverty and gender inequalities and respect for fundamental human rights.
- Enhancement of the quality of life through improved health care, shelter, nutrition and access to education and income-generating skills.
- Preservation of biodiversity and life-support systems for all natural habitats.
- Preservation of indigenous knowledge and ways of living, and

respect for the spiritual and cultural traditions of different people.

These principles have been discussed in a number of statements and declarations of the World Tourism Organization (WTO) including:

- Manila Declaration on World Tourism, 1980.
- Acapulco Documents on the Rights to Holidays, 1982.
- Tourism Bill of Rights and Tourism Code, Sofia, 1985.
- The Hague Declaration on Tourism, 1989.
- Lanzarote Charter for Sustainable Tourism, 1995 (jointly with UNEP, UNESCO, EU).
- Statement on the Prevention of Organized Sex Tourism, Cairo, 1995.
- Global Codes of Ethics for Tourism, 1999.
- Quebec Declaration on Ecotourism, 2002.

To fulfil these imperatives, governments and other societal agents are struggling to find an appropriate balance between different and sometimes apparently conflicting needs and value systems. Achieving sustainable tourism development requires that the private and public sectors and the community cooperate as partners in working toward a sustainable society.

Individual tourism resource management decisions need to be made with the increased understanding of all these dimensions if the goal of sustainable future is to be attained. Achieving sustainable future requires the development of appropriate tourism on a continuum where growth decisions, development viewpoints and sustainability issues are balanced with the environment and economy.

### **1.10.2. Defining Sustainable Tourism**

The World Tourism Organization defines sustainable tourism in the following manner:

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as



leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems."

While tourism is welcomed almost universally for the benefits and opportunities it creates, there is a growing recognition of the need to see tourism in its environmental context, to acknowledge that tourism and the environment are interdependent, and to work to reinforce the positive relationship between tourism, the environment and poverty reduction.

### **1.10.3. Guidelines and Principles for Sustainable Tourism**

Many destinations are now pursuing strategies, which aim to ensure a sensitive approach when dealing with tourism. Many of these strategies are based on a formal expression of principles for sustainable tourism. A list of guidelines, techniques and principles is presented below that are important for national governments, destinations and organizations who wish to be guided by the ethics of sustainable and responsible tourism. These guidelines and principles include:

#### **(a) Participation**

Residents of a community must maintain control of tourism development by being involved in setting a community tourism vision, identifying the resources to be maintained and enhanced, and developing goals and strategies for tourism development and management. Residents must participate in the implementation of strategies and the operation of the tourism infrastructure, services and facilities.

#### **(b) Stakeholder Involvement**

Tourism initiatives should be developed with the help of broad-based community input. Participants could include local NGOs, groups and institutions, volunteer service groups, the poor, women, municipal governments and their economic development departments, tourism associations, visitor bureaus, town business

associations, regional representatives of provincial tourism development and any other party which might be involved in or impacted by tourism.

*(c) Local Ownership*

Tourism development must provide quality employment for community residents. The provision of fulfilling jobs has to be seen as an integral part of any tourism development at the local level. Part of the process of ensuring quality employment is to ensure, as much as possible, the tourism infrastructure (hotels, restaurants, shops, etc.) is developed and managed by local people. Experience has demonstrated that the provision of education and training for local residents and access to financing for local business and entrepreneurs are central to this type of policy.

*(d) Establishing Local Business Linkages*

Linkages must be established among local businesses in the tourism industry in order to ensure tourism expenditures stay within the destination rather than leak out to purchase imported goods and services for tourists. Local involvement in tourism facilitates the development of linkages among the service and goods providers within the tourism destination.

*(e) Sustainability of the Resource Base*

Sustainable tourism development has to provide for inter-generational equity. Equitable distribution of costs and benefits of tourism development must take place among present and future generations. To be fair to future generations of tourists and the travel industry, society should strive to leave a resource base no less than the one inherited. Sustainable tourism development must, therefore, avoid resource allocation actions that are irreversible.

*(f) Community Goals*

Harmony is required between the needs of a visitor, the place and the community. This is facilitated by broad community support with a proper balance between economic, social, cultural

and human objectives, and recognition of the importance of cooperation between government, host communities, the tourism industry and non-profit organizations involved in community development and environmental protection.

*(g) Cooperation*

Cooperation between local attractions, businesses and tourism operators is essential given that one business or operation can be directly affected by the performance or quality of another. Models of partnerships must be explored in the areas of planning, management, marketing and funding for tourism ventures.

*(h) Carrying Capacity*

There is a definite need for the impact assessment of tourism development proposals to distinguish between plans, which encourage mass versus quality tourism. The capacity of sites must be considered, including physical, natural, social and cultural limits. Development should be compatible with local and environmental limits, and operations should be evaluated regularly and adjusted as required.

*(i) Monitoring and Evaluating*

Guidelines have to be established for tourism operations, including requirements for impact assessment. There should be codes of practice established for tourism at the national, regional and local levels. There is also a need to develop indicators and threshold limits for measuring the impacts and success of local tourism ventures. Protection and monitoring strategies are essential if communities are to protect the very resources that form the basis of their tourism product to protect the environment (the tourism resource base) on which it depends.

*(j) Accountability*

The management and use of public goods such as water, air and common lands should ensure accountability on behalf of users to ensure these resources are not abused.



*(k) Training*

Sustainable tourism development requires the establishment of education and training programmes to improve public understanding and enhance business, vocational and professional skills especially for the poor and women. Training should include courses in tourism, hotel management, creation and operation of small businesses and other relevant topics.

*(l) Positioning*

Sustainable tourism development involves promoting appropriate uses and activities to reduce poverty and draw from and reinforce landscape character, sense of place, community identity and site opportunities. These activities and uses should aim to provide a quality tourism experience that satisfies visitors while adhering to other principles of sustainable tourism (United Nations, 2003).

### **1.11. Tourism in Himachal Pradesh**

Tourism in Himachal Pradesh is not a new concept. Its history goes back to Hiuen Tsang, the Chinese traveller, who visited India and made important observations about Jalandra, Kuluta and Srugna. Apart from Hiuen Tsang, many more foreign travellers have left interesting accounts of their tours to various parts of the hill state of Himachal. William Moorcroft has described beautifully the power of various Rajas, economic and social conditions, art and architecture, painting, climate, scenic beauty, flora and fauna of the hill state (Chand, 1998).

Tourism as an industry began to develop in Himachal Pradesh only in the 19<sup>th</sup> century, when the British started founding hill stations for rest and peace. Himachal gained international name when the British declared Shimla as its summer capital in 1864. With the reorganization of the states in 1966, tremendously rich tourist potential areas like Kullu, Manali, Kangra, Dharamshala, Shimla, Chail and Dalhousie came over to Himachal Pradesh (Balokhra, 1997). The development of tourism in Himachal Pradesh began with the starting of the Second Five-Year Plan. Now



Himachal Pradesh Government has appreciated the importance of tourism as an important economic activity and declared its new tourism policy in 2000. Himachal Pradesh is a delightful state for visitors particularly during the hot season when people flock to its hill stations to escape the scorching heat of the plains. Most of the tourists visit Himachal Pradesh for its natural and scenic beauty (Singh, 2002).

In terms of tourism the state has an immense resource of natural/scenic, and cultural wealth to offer. The snow-peaked

mountains, glistening rivers, serene environments, ideal climate and a peaceful lifestyle, all combine to make Himachal a magnetic attraction. The state is rich in tribal culture, languages, folklore, and dress forms and special Himachali cuisine along with its rich bounty of natural beauty. The state has all elements to attract various segments of tourist population. But what we still need is better accessibility and tapping of the right potential markets.

There have been an ever-increasing number of tourists to Himachal. During 2002, the total tourist arrivals in the state were 5.10 million, of which 1,44,383 were foreigners. To maintain the tourism growth graph, a new tourism policy has been released in 2000 by the state government. The policy is aimed at promoting sustainable tourism, encouraging private investment, employment creation and promoting new concepts on tourism in the state. It plans to break the seasonality factor in Himachal, disperse tourism to other lesser-known tribal and national park areas and develop pilgrimage tourism. NRI investment too is aimed at to be encouraged.

If we want to reap profits from tourism on a long-term basis by making it an economic tool for the development of community and alleviation of poverty, it is imperative to study the sustainable tourism development in Himachal Pradesh.

### 1.12. The Present Study

Since ages the Himalaya is a major destination for travellers whether as a place of pilgrimage or as a spiritual centre or a study centre or a place of any other activity. But after the British involvement in the area it assumed importance as a health resort. After independence, tourism has increased to a greater extent in the Himalayan region and has become a source of employment and income for the people. Tourism as the world's largest industry, promotes increased interaction of political and economic forces within a society. It may be regarded as a business consisting of tourists, an environment or a community within which it operates. This phenomenon of tourism affects all these elements. These days tourism has been identified as the tool for development.



In the wake of globalisation and economic restructuring, many countries and communities are struggling to redefine and rebuild their economies. To reduce poverty and encourage economic and social development, many governmental and international aid agencies have recognised the positive impact tourism development can bring to a country by creating economic opportunities and contributing to the general quality of life of the residents.

There are now evidences demonstrating the successes as well as failures of tourism as an entry point to social and economic development. With careful planning, positive partnerships between private and public sectors, concern for social, economic, and environmental impacts and a clear view of responsible tourism, countries can use tourism strategies as an important development tool. There is also a growing awareness that many countries and their communities have not achieved those social and economic objectives due to environmental degradation, social disruption, unanticipated costs to local governments and rising costs to residents. Distressingly the local people often do not receive the benefits of tourism development for a number of reasons, which are explored in this study.

This study is made to assist the process of information gathering, analysis, decision-making and to study the sustainable tourism development in the Himalayan region. The observations and findings can be helpful in further researches, decision-making, public-private sector partnership, and community issues in the tourism development.

The study is focused upon various sustainable tourism development aspects in Himachal Pradesh. It covers three district of Himachal Pradesh, i.e. Shimla, Kullu and Chamba because these districts are leaders in attracting foreign as well as domestic tourists in Himachal Pradesh.

Whole area of Himachal Pradesh has been divided on the basis of altitude in three zones, as shown in Table 1.2.

Table 1.2. Altitudinal zones in Himachal Pradesh

S. No.	Name of zone	Districts included	Altitude range (ft.)
1.	Lower Himalayas of Himachal Pradesh	Bilaspur, Hamirpur, Kangra, Solan, Mandi, Sirmaur and Una	120-3000
2.	Middle Himalayas	Shimla, Kullu and Chamba	3000-7000
3.	Higher Himalayas	Kinnaur, Lahaul & Spiti	7000 and above

For this study we have selected 10 tourist places in the middle Himalayan zone of Shimla, Kullu and Chamba. Tourist sites selected for the study are:

1. Shimla
2. Sarahan
3. Rampur
4. Narkanda
5. Kullu
6. Banjar
7. Manali
8. Chamba
9. Khajiyar
10. Dalhausie.

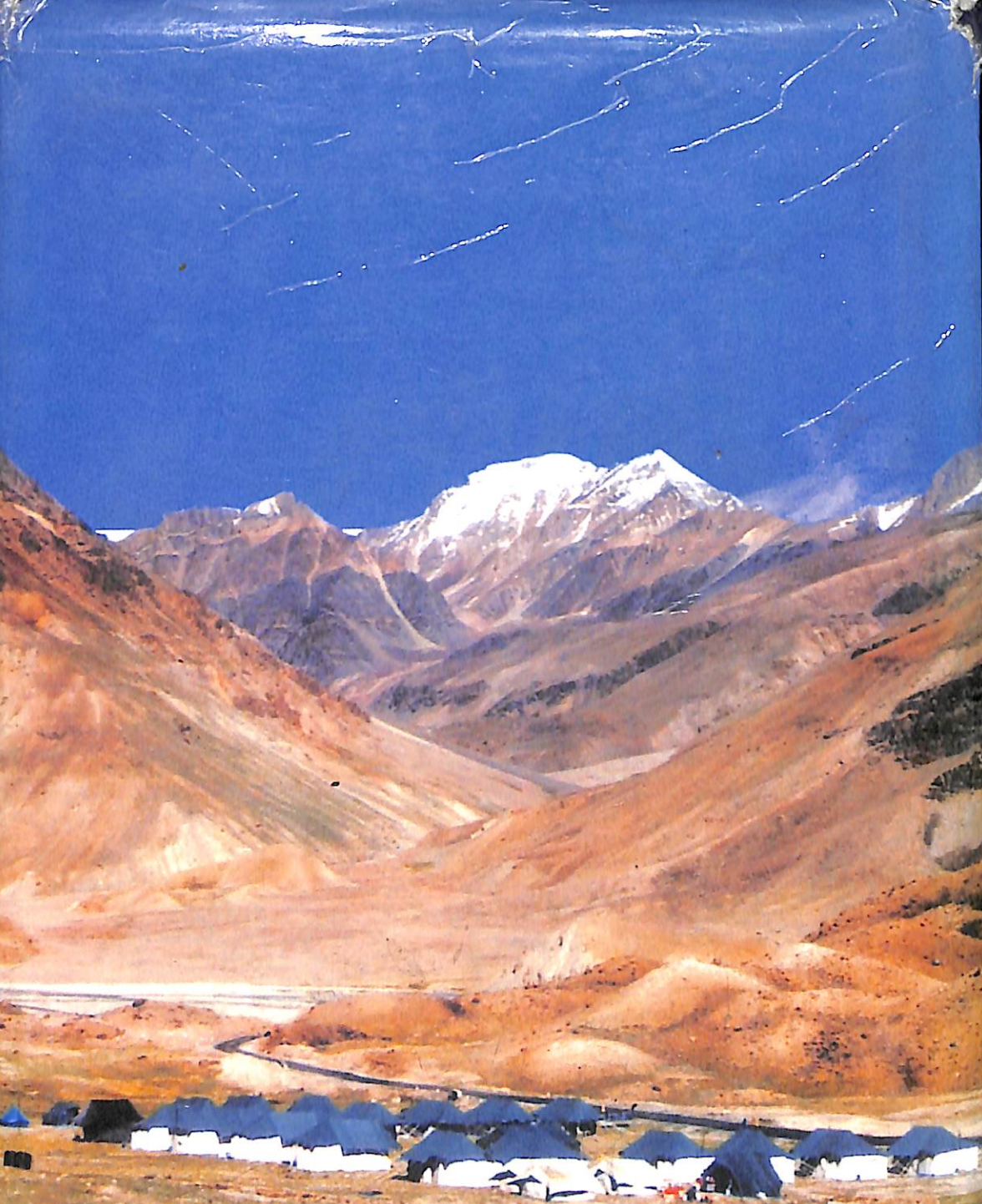
Following are the objectives of the present study:

- To study the present tourism trends scenario in the state.
- To find out the problems associated with the tourism planning and development.
- To study the profile of tourists visiting Himachal Pradesh.
- To develop synergistic relationship among various stakeholders and find how the community can be involved in tourism developmental process on sustainable basis.
- To study as to how sustainable tourism is helpful in alleviation of poverty.
- To highlight the key issues for sustainable tourism development through opinion survey.
- To conclude and suggest an action plan for the development of sustainable tourism.

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Research is a never-ending process with never ending scope. The study of sustainable tourism is particularly a complicated process, owing to complex, multi-disciplinary and non-quantifiable nature of subject. Here, much depends on individual perceptions, value system and interpretations, which obviously differ from person to person. While working on the present research problem, the authors, besides the above constraints had many other limitations, some situational and few self imposed. The complex nature of study area in its large parts has particularly been a major hurdle in conducting the research. Thus, due to unavailability of authentic and systematic information, the authors had to depend extensively on field survey.





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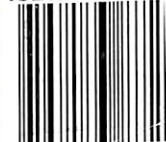
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