

Tourism Vision of 2020: Sustainability and it's Application

MEETA NIHALANI

Meeta Nihalani, Ph.D., Assistant Professor, Department of Management Studies, Jai Narain Vyas University, Jodhpur. India.

ABSTRACT

Sustainable tourism is the development of tourism which can support eco-system on the long term basis. The very importance of sustainable tourism lies in its motives to conserve the resources and increase the value of local culture and tradition. Sustainable tourism is a responsible tourism intending to generate employment and income along with maintaining the quality of the eco system. The deep need today is that tourism like other sectors should be planned and managed suitably. The management of natural resources requires better training and educational programs. It requires adoption of codes and guidelines for the industry. The self regulatory sustainable tourism requires a commitment by all the parties involved in the planning process to implement and follow sustainable development ethics.

KEYWORDS: *Sustainability, ecotourism, environment, development, planning*

OBJECTIVE

The objective of this paper is to analyze the environmental issues and their impact on the tourism industry. The policy issues for the development are suggested to promote a rational and a viable strategy to promote sustainable tourism globally.

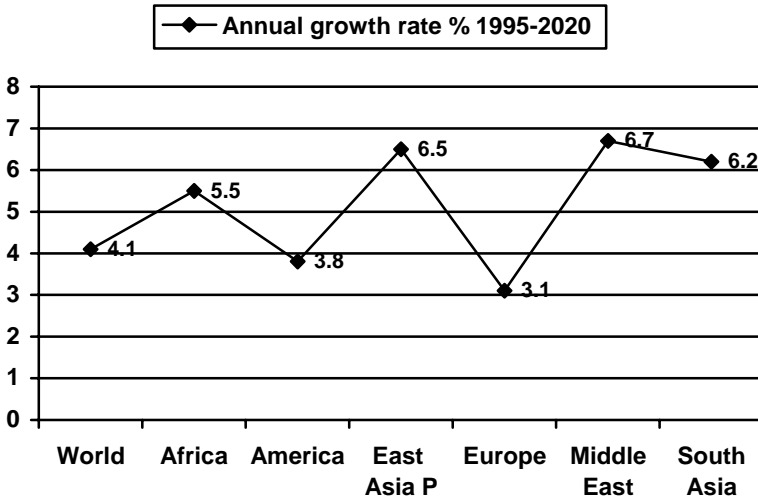
INTRODUCTION

The essential outcome of the Tourism 2020 Vision of the WTO forecasts covering a 25 years period, with 1995 as the base year and forecasts for 2010 and 2020. UNWTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travel. Although the evolution of tourism in the last few years has been irregular, (since 2000 onwards) UNWTO maintains its long-term forecast for the moment. The underlying structural trends of the forecast are believed not to have significantly changed. Experience shows that in the short term, periods of faster growth (1995, 1996, and 2000) alternate with periods of slow growth (2001 to 2003). While the pace of growth till 2000 actually exceeded the Tourism 2020 Vision forecast, it is generally expected that the current slowdown will be compensated in the medium to long term. Total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia. East Asia and the Pacific, Asia, the Middle East and Africa are forecasted to record growth at rates of over 5% per year, compared to the world average of 4.1%. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020. (Refer table No 1)

TABLE No 1. *Tourism Vision 2020*

	<i>Base Year</i>	<i>Forecast million</i>	<i>Forecast million</i>	<i>Market share %</i>	<i>Market share %</i>	<i>Annual growth rate %</i>
	1995	2010	2020	1995	2020	1995-2020
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
America	110	190	282	19.3	18.1	3.8
East Asia P	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Source: World Tourism organization



Tourism ought to be initiated at any location with the help of local community. The involvement of local community helps maintaining the appropriate tourism development. The local community has to meet the direct benefit of flourishing tourism in their area. Link between local business and tourism enable local people gain economically as well. To cause large growth in sustainable development, there is need that codes, ethics and some fair guidelines must be applied. Ecotourism basically deals with nature based tourism, and is aimed “to conserve the environment and improves the well-being of local people”. Thus, ecotourism is a responsible travel to the natural areas which conserves the environment and improves the welfare of local people. In other words eco-tourism is travel that promotes conservation (Ziffer) Eco-tourism is increasingly being regarded as the key to sustainable development. The eco-tourism promotes a balanced growth which protects both the local environmental and socio-cultural aspects. Eco-tourism is a mutual support between visitors and local hosts. Therefore, the nature based tourism is eco-friendly, passion to admire and enjoy the nature in its pure form without bringing about massive changes. Nature based tourism also involves traveling to a relatively undisturbed and uncontaminated area with an appreciation of the natural attraction. Nature based tourism is a purposeful travel to natural areas to understand the cultural and natural history of environment, by taking care of it.

Community based tourism can and should encompass a range of activities that collectively contribute to improved conservation and development. Some of the most noteworthy characteristics of community based tourism projects are profitable and sustainable activities that enhances the environment while adding value to the experience of both the locals and visitor. It directly involves the community providing both the social and economic benefits. Its ultimate goal is to satisfy the consumer's expectations without harming the community interests. It is market driven and has to meet high standards in order to be sustainable. Environmental awareness and sustainability should be top priority. It is the responsibility of the community to maintain clean healthy surroundings (TPDCO, 2005).

STRATEGIES FOR DEVELOPING SUSTAINABLE TOURISM

The tourism development has to be well managed and controlled in order to mitigate the negative impacts of environment. The development has to be sustainable in order to meet the needs of present without compromising the ability in economic, social and local environments. The development has to be regulated and designed in an accurate way. Tourism's expert hold that only a well managed slow paced controlled and integrated tourism development can afford optimism and confidence in these sensitive regions of nature excellence and tender ecologies (Peri Ding). Environmental management care and protection is a long term economics. The quality of the life on earth can be managed by focusing on Economics, enrichment, exchange and environment. Economics include the profits and revenue which are generated by a particular area. The environmental attractiveness can be increased by using without using up the resources of the earth. The enrichment in environmental issues can come by proper management, training and creating awareness among the people. The exchange of trade opportunities can be enhanced by promoting soft tourism. (Refer table No 2)

TABLE NO. 2. Successful Tourism Development

<i>Economics</i>	<i>Environment</i>	<i>Enrichment</i>	<i>Exchange</i>
Satisfaction in tourism activates	Enhancing attractiveness of an area	Consideration for environment	Increasing trade opportunities
Absorbing revenues within the Areas	Using without using	Building up academic institute	Developing healthy attitude
Avoiding spoliation and unnecessary depilation	Consideration	Promoting international mutuality	Soft tourism
	Restoration	Tourist experience	Consideration

Source: Alfer & Helbes, 1978 and Mcintosh and Gooldner 1990

The key players in the Eco-tourism business are the Government, the developers, the operators, the visitors and the local community. Each one of them has to be sensitive to the environment and local traditions and follow a set of guidelines for the successful development of tourism. In addition, non-governmental organizations and research institutions also have to play a key role in the development of ecotourism.

The Management Plan for each area should be prepared by professional people. The government should exclude developments in geologically unstable zones and define development and buffer zones after proper environmental impact assessments. The standards have to be established for building any kind of infrastructure. The specifications for environmental, physical and social carrying capacities are required to give quality to the

developmental activities. The government has to ensure continuous monitoring of adverse effects of tourism activities and initiate suitable corrective measures. It should recognize and award quality labels to ecotourism operators. The government has to launch training programs on eco-tourism for the tourism administrators, planners, operators and general public for the sustainable and coordinated development. In order that the community based tourism project (CBT) to be developed in a systematic manner, a methodological framework needs to be adapted. An outline of suggested framework is provided below (Tuffin2005)

- Choose a destination
- Complete a feasibility study with the community
- Create an action plan
- Set up an administrative system
- Prepare for operation
- Monitor and evaluate

After the development of the community based tourism project, the climate of the place should not be disturbed. It is also necessary to maintain a proper energy source for the sustainability of the future generations. In 2006, WWF convened a Global energy task force to develop an integrated vision on energy for 2050. The Task force explored the potential for the successful achievement of the following goal, for energy policy to meet the projected global growth in demand for energy services, while avoiding the most dangerous impacts of climate change, by using energy sources that are socially and environmentally benign. WWF identified six solutions to meet the challenge of climate change

1. Breaking the link between energy services and primary production.
2. Halting forest loss.
3. Concurrent growth of low emission technologies.
4. Developing new fuel options.
5. Displacing high carbon coal with low carbon gas.
6. Carbon capture and storage (WWF).
 - The operators have to respect and follow the planning restrictions, standards and codes provided by the government and local authorities.
 - The policy makers should practice environmental impact assessment for all new projects and conduct regular environmental audit for all ongoing activities leading to development of environmental improvement programs.
 - The private players have to be sensitive to conservation of environmentally protected or threatened areas, species and scenic aesthetics.
 - They have to ensure that all structures which are built should not interfere with the natural ecosystem to maximum extent.
 - They should recognize the optimal environmental capacity and use these limits for the site in creating tourist facilities.
 - They should also take into account safety and convenience of tourists. Buildings should be designed strictly on functional and environmental consideration and avoid over construction
 - The physical planning, architectural design and construction of tourist facilities should employ eco-friendly techniques like solar energy, capture and utilization of rain water recycling of garbage, natural cross ventilation'
 - The planners should control air emission-both chemical pollution and noise. The planners have to respect and support historic or religious objects and sites.
 - In marketing ecotourism product, customers should be given correct information, as the visitors who appreciate ecotourism products usually belong to environmentally aware groups.

- Training and research programs of the company should include environmental issues. Prepare tourist to minimize possible negative impact while visiting sensitive environments and cultures before their visit.
- The visitors should conserve habitats of flora and fauna.
- They should not make fires in open so as to avoid the use of scarce firewood. The use of kerosene should be promoted.
- Keep local water clean and avoid using pollutants such as detergents in streams or springs.
- Plants should be left to flourish in their natural environment. Leave the camp sites clean after use.
- Take the help of guides and follow the conservation measures. Respect the natural and cultural heritage of the area.
- The tour operators and travel agents should create awareness among all concerned people of the community about the importance of sound eco- practice in tourism development.
- The local community has to be motivated to increase their involvement in sustainable tourism activities.
- They should organize training program for the planners and to prepare them in a professional way.

CONCLUSION

The international Tourism is the fastest growing industry and bringing massive impact on the socio economic and the environmental fabric of any economy. The developmental procedure has to be designed in such a way that it generates quality and sustainability to the environment. The government has to play a positive role in collaboration with the private entrepreneurs and the local population to assimilate changes in the policy and planning structures. The ethics and training both are essential to bring awareness in a professional way. The conservation and preservation of the environment is essential to protect the scarce resources of the economy. The environmental conservation has to inculcate the local traditions and values.

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