

Unit : 1 Chapter 1(Environmental Studies)

- 1.1 Definition, Scope and Importance
- 1.2 Need for public awareness
- 1.3 Renewable & Non-renewable Resources (Definition & Importance)
- 1.4 Consumerism & Waste Products

1.1 ENVIRONMENT DEFINITION, SCOPE & IMPORTANCE

Definition: Environment literally means surrounding and everything that affect an organism during its lifetime is collectively known as its environment. In another words “Environment is sum total of water, air andland interrelations among themselves and also with the human being, other living organisms and property”.

It includes all the physical and biological surrounding and their interactions. Environmental studies provide an approach towards understanding the environment of our planet and the impact of human life upon the environment.

Thus environment is actually global in nature, it is a multidisciplinary subject including physics, geology, geography, history, economics, physiology, biotechnology, remote sensing, geophysics, soil science and hydrology etc.

Environment literally means Surrounding in which we are living. Environment includes all those things on which we are directly or indirectly dependent for our survival, whether it is living component like animals, plants or non living component like soil, air water.

Ecology and Scope of Ecological Studies:

Ecology is that part of environmental studies in which we study about organisms, plants and animals and their relationship or interdependence on other living and non living environment.

The term ‘Ecology’ is derived from Greek word ‘Oekologue’ which is composed of two words:

- (a) ‘Oekos’ means surrounding
- b) ‘Logs’ means study on a whole ecology means ‘Study of surrounding’

The scope of ecological study includes:

1. It deals with the study of flow of energy and materials in the environment.
2. It deals with the study of nature and its function.
3. It deals with the exchange of various materials between the biotic and abiotic components of environment. E.g., Biogeochemical cycles.

Objectives and Guiding Principles of Environmental Studies:

According to UNESCO (1971), the objectives of environmental studies are:

- (a) Creating the awareness about environmental problems among people.
- (b) Imparting basic knowledge about the environment and its allied problems.
- (c) Developing an attitude of concern for the environment.
- (d) Motivating public to participate in environment protection and environment improvement.
- (e) Acquiring skills to help the concerned individuals in identifying and solving environmental problems.
- (f) Striving to attain harmony with Nature.

According to UNESCO, the guiding principles of environmental education should be as follows:

- (a) Environmental education should be compulsory, right from the primary up to the post graduate stage.
- (b) Environmental education should have an interdisciplinary approach by including physical, chemical, biological as well as socio-cultural aspects of the environment. It should build a bridge between biology and technology.
- (c) Environmental education should consider the historical perspective, the current and the potential historical issues.
- (d) Environmental education should emphasise the importance of sustainable development i.e., economic development without degrading the environment.
- (e) Environmental education should emphasise the necessity of seeking international cooperation in environmental planning.
- (f) Environmental education should lay more stress on practical activities and first hand experiences.

Scope and Importance of Environmental Studies:

The disciplines included in environmental education are environmental sciences, environmental engineering and environmental management.

- (a) **Environmental Science:**

It deals with the scientific study of environmental system (air, water, soil and land), the inherent or induced changes on organisms and the environmental damages incurred as a result of human interaction with the environment.

(b) Environmental Engineering:

It deals with the study of technical processes involved in the protection of environment from the potentially deleterious effects of human activity and improving the environmental quality for the health and well beings of humans.

(c) Environmental Management:

It promotes due regard for physical, social and economic environment of the enterprise or projects. It encourages planned investment at the start of the production chain rather than forced investment in cleaning up at the end.

It generally covers the areas as environment and enterprise objectives, scope, and structure of the environment, interaction of nature, society and the enterprise, environment impact assessment, economics of pollution, prevention, environmental management standards etc.

The importance's of environmental studies are as follows:

1. To clarify modern environmental concept like how to conserve biodiversity.
2. To know the more sustainable way of living.
3. To use natural resources more efficiently.
4. To know the behaviour of organism under natural conditions.
5. To know the interrelationship between organisms in populations and communities.
6. To aware and educate people regarding environmental issues and problems at local, national and international levels.

Need of Public Awareness about Environment:

In today's world because of industrialization and increasing population, the natural resources has been rapidly utilised and our environment is being increasingly degraded by human activities, so we need to protect the environment.

With the ever-increasing development by modern man, large scale degradation of natural resources have been occurred, the public has to be educated about the fact that if we are degrading our environment we are actually harming ourselves.

To encourage meaningful public participation and environment, it is necessary to create awareness about environment pollution and related adverse effects.

The United Nations conference on Environment and Development held in Rio-de-Janeiro, followed by Earth summit on sustainable Development have high-lighted the key issues of global environmental concern and have attracted the public towards the deteriorating environment. Any Government at its own level can't

achieve the goal of environment conservation, until the public has a participatory role in it. Public participatory role is possible only when the public is awarded about the ecological and environmental issues.

In short, if we want to manage on planet earth, we would have to make the entire population, environmentally educated. The objectives of environmental awareness should be:

- (a) Improving the quality of environment.
- (b) Creating an awareness among people on environmental problems and conservation.
- (c) Creating such an atmosphere as people find themselves fit enough to participate in decision making process of environmental development programmes.

It is not only the duty of government but also the people to take active role for protecting the environment, so protecting our environment is economically more viable than cleaning it up once, it is damaged.

The role of mass media such as newspapers, radio, television, etc is also very important to make people aware regarding environment. There are various institutions, which are playing positive role towards environment to make people aware regarding environment like BSI (Botanical Survey of India, 1890), ZSI (Zoological Survey of India, 1916), WII (Wild Life Institute of India, 1982) etc.

1.1 1) Renewable Resources

Renewable resources are resources that are replenished by the environment over relatively short periods of time. This type of resource is much more desirable to use because often a resource renews so fast that it will have regenerated by the time you've used it up.

The most popular renewable energy sources currently are:

1. Solar energy
2. Wind energy
3. Hydro energy
4. Tidal energy
5. Geothermal energy
6. Biomass energy

1) Solar energy



Sunlight is one of our planet's most abundant and freely available energy resources. The amount of solar energy that reaches the earth's surface in one hour is more than the planet's total energy requirements for a whole year. Although it sounds like a perfect renewable energy source, the amount of solar energy we can use varies according to the time of day and the season of the year as well as geographical location. In the UK, solar energy is an increasingly popular way to supplement your energy usage. Find out if it's right for you by reading our **guide to solar power**.

2) Wind energy



Wind is a plentiful source of clean energy. Wind farms are an increasingly familiar sight in the UK with wind power making an ever-increasing contribution to the National Grid. To harness electricity from wind energy, turbines are used to drive generators which then feed electricity into the National Grid. Although domestic or ‘off-grid’ generation systems are available, not every property is suitable for a domestic wind turbine. Find out more about wind energy on our wind power page.



As a renewable energy resource, hydro power is one of the most commercially developed. By building a dam or barrier, a large reservoir can be used to create a controlled flow of water that will drive a turbine, generating electricity. This energy source can often be more reliable than solar or wind power (especially if it's tidal rather than river) and also allows electricity to be stored for use when demand reaches a peak. Like wind energy, in certain situations hydro can be more viable as a commercial energy source (dependant on type and compared to other sources of energy) but depending very much on the type of property, it can be used for domestic, 'off-grid' generation. Find out more by visiting our hydro power page.

4) Tidal energy



This is another form of hydro energy that uses twice-daily tidal currents to drive turbine generators. Although tidal flow unlike some other hydro energy sources isn't constant, it is highly predictable and can therefore compensate for the periods when the tide current is low. Find out more by visiting our marine energy page.

5) Geothermal energy

By harnessing the natural heat below the earth's surface, geothermal energy can be used to heat homes directly or to generate electricity. Although it harnesses a power directly below our feet, geothermal energy is of negligible importance in the UK compared to countries such as Iceland, where geothermal heat is much more freely available.



6) Biomass Energy



This is the conversion of solid fuel made from plant materials into electricity. Although fundamentally, biomass involves burning organic materials to produce electricity, and nowadays this is a much cleaner, more energy-efficient process. By converting agricultural, industrial and domestic waste into solid, liquid and gas fuel, biomass generates power at a much lower economic and environmental cost.

What isn't a renewable energy source?

Fossil fuels are not a renewable source of energy because they are not infinite. Plus, they release carbon dioxide into our atmosphere which contributes to climate change and global warming.

Burning wood instead of coal is slightly better but it's complex. On the one hand, wood is a renewable resource – provided it comes from sustainably managed forests. Wood pellets and compressed briquettes are made from by-products of the wood processing industry and so arguably it's recycling waste.

Compressed biomass fuels produce more energy than logs too. On the other hand, burning wood (whether it be raw timber or processed waste) releases particles into our atmosphere.

The future of renewable energy

As world population rises, so does the demand for energy in order to power our homes, businesses and communities. Innovation and expansion of renewable sources of energy is key to maintaining a sustainable level of energy and protect our planet from climate change.

Renewable energy sources make up 26% of the world's electricity today, but according to the International Energy Agency (IEA) its share is expected to reach 30% by 2024. "This is a pivotal time for renewable energy," said the IEA's executive director, Fatih Birol.

2)Non-Renewable Resources

In contrast to renewable resources, non-renewable resources are resources that are not easily replenished by the environment. Let's think about this in terms of that ice cube maker again. Imagine that this time you don't have an automatic ice maker at home, you have to wait for someone to bring it to you, and they only do this once a month.

The fuels we use to heat our homes and drive our cars are non-renewable resources because there is just no way that the earth can regenerate them in a usable time frame. Minerals are also considered non-renewable resources because, not only do they take millions of years of heat and pressure to form deep underground, but they're also found in a very limited quantity on Earth. Not all non-renewable resources are usable only once, though.

A non-renewable resource refers to a natural resource that is found beneath the earth, which when consumed, does not replenish at the same speed at which it is used up. The resources typically take millions of years to develop. The main examples of non-renewable resources are fuels such as **oil**, coal, and natural gas, which humans regularly draw to produce energy.

Types of Non-Renewable Resources

The two broad categories of non-renewable resources are fossil fuels and nuclear energy (from uranium ore).

1. Fossil fuels

Fossil fuels are formed due to the continuous heating and compressing of organic matter buried beneath the earth's surface. The organic matter mainly comprises of plant and animal remains that have decomposed, heated, and compressed over millions of years to form fossil deposits.

The deposits are extracted through drilling or mining, and they can be in liquid, gas, or solid form. Fossil fuels are highly combustible, making them a rich source of energy. Examples of fossil fuels include:

Crude oil

Crude oil, also referred to as petroleum oil, is the only non-renewable resource that is extracted in liquid form. It is found between the layers of the earth's crust, or between the rocks, and it is retrieved by drilling a [vertical well](#) into the ground and ocean floor.

The crude oil is then pumped out to the surface, taken through a refinery, and then used to create different products. It used to produce gasoline and diesel to power motor vehicles and manufacture plastics, heating oil, propane, and jet fuel, as well as artificial food flavors.

With oil reserves being used up more quickly than new oil fields are discovered, scientists predict that the current oil reserves may not last beyond the middle of the 21st century.

Natural gas

Natural gas is a gaseous non-renewable resource that is found below the earth's crust but near crude oil deposits in the subsurface. Natural gas primarily consists of methane, but may also contain other forms of natural gas such as propane, ethane, and butane.

Methane is odorless, and it is mixed with a special additive to give it an odor for easy detection in case there is gas leakage. Once natural gas is extracted, it is sent to processing plants to remove propane and butane, which are used as liquefied petroleum gas (LPG). Natural gas is used for heating homes, as well as for cooking in gas ovens, stoves, and grills.

Coal

Coal is created by compressed organic matter, and it contains carbon and hydrocarbon matter. It is formed from plant-filled swamps that have been covered by sediments for millions of years. Coal is extracted by digging up the ground and taking out the coal solids for processing into energy.

The main types of coal are anthracite, lignite, bituminous coal, and sub-bituminous coal. Bituminous is found in the United States. It contains 45% to 86% of carbon. It has a high heat content and is used in generating energy and in making steel and iron.



Anthracite contains 86% to 97% carbon, and it has the highest heating value. It is much harder to find than the other types of coal and is used in the metal industry.

2. Nuclear energy (Uranium)

Apart from fossil fuels, the other category of non-renewable resources is nuclear fuels. It is primarily obtained through the mining and refining of uranium ore, a naturally occurring radioactive element below the earth's surface.

Uranium is found in small quantities, and miners often gather the uranium deposits for refining and purification. The mineral generates power through a process known as nuclear fusion, which creates enough pressure to run turbines and generate nuclear power.

Comparison Chart

BASIS FOR COMPARISON	RENEWABLE RESOURCES	NON-RENEWABLE RESOURCES
Meaning	Renewable resources refers to the resources which replaces itself naturally, in a short period.	Non-renewable resources are the one that are not capable of replacing itself, in near future.
Example		
Nature	Sustainable	Exhaustible
Presence	Unlimited quantity	Limited quantity
Environment friendly	Yes	No
Cost	Low	Comparatively high
Rate of renewal	Rate of renewal is greater than the rate of consumption.	Rate of renewal is lower than the rate of consumption.

Non-renewable Resources

Non-renewable resources represent the resources which do not revive itself at a substantial scale, for enduring economic extraction in the specified period. These natural resources are available in finite quantity, which is once used, cannot be replenished. Examples of non-renewable resources are coal, fossil fuel, crude oil, nuclear energy, etc.

We are greatly dependent on non-renewable resources as they are the main source of energy to us. These are found deep inside the earth and take centuries to regenerate itself. Hence, the rate of consumption of non-renewable resources is greater than the rate of reproduction, by natural process and so, there is always a fear of depletion of such resources due to excess use.

Key Differences Between Renewable and Non-renewable Resources

The points given below are substantial so far as the difference between renewable and non-renewable resources are concerned:

1. Renewable resources are the resources which can be revived, through the natural process, over time. On the other hand, non-renewable resources are the natural resources which are not going to be replenished, shortly.
2. Renewable resources do not become extinct easily, and so they are sustainable in nature. Conversely, non-renewable resources deplete over time, i.e. they are exhaustible in nature, which can be ended when they are prone to large scale consumption.
3. Renewable resources exist in nature in infinite quantity, but non-renewable resources are present in limited quantity.
4. Renewable resources emit less carbon as compared to non-renewable resources. Hence, they are pollution free and environment-friendly.
5. As renewable resources are available to us in abundance, they are relatively cheaper than non-renewable resources, which are costlier. However, the maintenance cost of renewable resources is higher than that of non-renewable resources.
6. The renewable resources regenerate/reproduce itself, faster than it is used up by the living organisms. In contrast, the non-renewable resources either take centuries to

regenerate itself, or they get extinct, so the scale at which it is regenerated is lower than that of its consumption.

1.2 Consumerism & Waste Products

A consumer is someone who buys and uses goods and services. Consumers are not only found in human society but also in other societies. Consumerism also encompasses the evolving set of activities of government business enterprise and independent consumer organization that are designed to protect the rights and interests of consumers. Hence consumerism is a global problem affecting every section of the society.

Product is something that is made, grown or obtained in large quantities so that it can be sold. Production is the basis for consumption. Production increases when the demand for a particular product increases. This increase in production is sustainable only when the quality of the product is maintained; the price is regulated and advertising claims are fair.

Efficient consumerism is the most essential element to minimize waste and to promote the economy of a nation. Inefficient consumerism results in the following problems:

- Uncontrolled manufacture of foods leading to inferior quality
- Rampant adulteration leading to health and hygiene problems
- Improper services resulting in dissatisfaction and stress
- Production of lots of waste leads to depletion of natural resources and environmental imbalance

Suggestions for efficient consumerism:

1. Standards should be verified before buying or accepting a product from market.
2. In every possible way waste must be minimized.
3. Waste minerals have to be recycled.
4. Strict laws must be implemented.

Another example of waste due to inefficient consumerism is the solid waste. Minimising the waste led to sustainability and economy.

Environmental & Sustainable Tourism

Unit : 1 Chapter 2 (Introduction to Tourism & Travel)

2.1 Flashback – From early times till today (Purpose of travel in ancient times, invention of wheel, contribution of Thomas Cook, today's scenario).

2.2 Definition of Tourism as stated by U.N.W.T.O.

2.3 Types of Tourism-Pilgrimage, Business Tourism, Health Tourism, Adventure Tourism, Sports Tourism, Culinary & Wine Tourism.

2.4 Definition of Travel

2.5 Various modes of Transport – Land (Rail and Road), Water (Ferries and Cruises), Air.

2.1 Flashback – From early times till today (Purpose of travel in ancient times, invention of wheel, contribution of Thomas Cook, today's scenario).

Definition:

Travel: Travel is the movement of people or objects between relatively distant geographical locations.

Tourism: Tourism is travel for recreational, leisure or business purpose.

The word Travel has originated from word “**Travail**” meaning painful or laborious.

Term “**Holidays**” originated from “Holydays” or a time to relax & rejoice

Purpose of Travel in ancient times

1) History of Tourism:-

- As seasons changed and animals migrated, people traveled to survive.
- These early travelers moved on foot, they were limited to quite small geographical areas.
- In this time, travel may remained a localized experience, but people by nature are interested.
- Travelers climbing a mountain and crossing rivers to satisfy their own sense of adventure and curiosity as they sought a glimpse of the unknown.
- Phoenicians, Olmecs, early Chinese traveled for trade and military control.

- As civilizations became established and spread geographically, travel become Necessity.

2) **The Empire Era :-**

- The Empire Era started from the time of Egyptians to the Greek and final came to an end with the fall of roman empire

- During this time, people began traveling in large numbers for governmental, commercial, educational and religious purpose.
- As centers of governmental activities, the city-states become attractions in themselves.
- The Empire Era Factors that influence people to travel during the Empire era:-
 - Affluent population with time and money to travel
 - Safe and easy travel
 - Widely accepted currencies
 - Widely used languages
 - Legal system which protects personal safety

- **The Egyptians**

- ♣ At its peak the travel for business and pleasure flourished.
- ♣ Travel to outlying cities was necessary.
- ♣ Various amenities were offered to travelers.
- ♣ They travelled for pleasure and festivals were held every year.
- ♣ People used to travel to attend these festivals.

- **The Greeks:**

- Greeks were the first, who shaped the modern day travel.
- Pleasure travel was popular.
- Travel was advanced by two developments:
 - ⊗ Currency exchange: Greek cities accepted foreign currency, making it easier for travelers.
 - ⊗ Communication: The Greek empire covered the entire Mediterranean thus the language was widely understood. □ They provided all the amenities required.

- **The Romans**

- The prosperity of the roman empire was reflected in the development of travel.
- The Romans included a large group of middle class who had money and time to travel.

- They built excellent roads, transportation and communication systems. □
They built rest houses.

3) The Middle Ages and The Renaissance Era

- The duration time for The Middle Ages (5th to 14th centuries) and the Renaissance Era(14th to 16th centuries)
- Travel almost disappeared during the Middle Ages where travel became dangerous and sporadic.
- The feudal system that eventually replaced Roman rule resulted in many different autonomous domains.
- This breakdown in a previously organized and controlled society resulted in the fragmentation of transportation systems, currencies and languages making travel a difficult and sometimes dangerous experience.

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The travel situation during the Middle Ages:

- Transportation and safety declined
- Less acceptance of currencies and less knowledge of common languages.

- **The Middle Ages and The Renaissance Era**

- The rebirth in travel emerged slowly during the Renaissance Era (14th – 16th centuries).
- The Merchants began to venture farther from their villages as the church and the kings and queen brought larger geographical areas under their control.
- Trade routes slowly began to reopen as commercial activities grew and the merchants ventured into new territories
- Increased interest in travel for commerce and pleasure.

- **The Grand Tour Era (1613 to 1785 A.D.)**

- Trend of luxurious travel started by wealthy English
- Developed as a status symbol and spread throughout Europe
- Goal was to experience the “civilized world” and study the arts and sciences
- These travels often lasted for several years
- Growth in travel for business reasons

The Mobility Era (1800-1944)

- Growing economic prosperity

- Increase in systems, modes, and speeds of travel (roads, railroads, steamships)
- Thomas Cook developed tour packages for mass travel
- Invention of automobile and airplane expanded freedom to travel.
- In 1841, Thomas Cook organized the first tour for a group of 570 to attend a temperance rally in Leicester, England.
- The trip was complete with a picnic lunch and brass band.
- The immediate success of the first venture and the demand for more assistance in making travel arrangements led Cook into the full-time business provided travel services.

- **The Modern Era** (1945 to present)

Y Paid vacations introduced in the early 1900's made leisure travel possible for working and middle classes

Y Millions of people were introduced to international travel during World War II

Y Postwar prosperity made mass ownerships of automobiles possible

Y Advent of jet travel shortened travel time

Y Time, money, safety and interest in travel led to unparalleled growth of tourism

Y Development of mass tourism.

Invention of Wheel :-

The Beginning

- 3500 B.C. the wheel was seen in Ancient Mesopotamia (potter's wheel)
- 3200 B.C. the wheel was first seen used for transportation (Mesopotamian chariots)
- Before the first wheel, many rollers were required to move objects.
- This problem was overcome by the Flintstones.

Further Innovations

- 2000 B.C. the Egyptians invented the first wheel with spokes.
- They did this by carving the wheels to the right shape.
- 1000 B.C. iron rims were invented by the Celts

Wire Spokes

- 1802: G.F. Bauer invented wire tension spoke.
- Wire threaded through the entire wheel.
- Within a few years, a new innovation was made to Bauer's design.

The Pneumatic Tire

- 1845: R. W. Thomson invented the first pneumatic tire (filled with compressed air).
- Leather tread, rubber inner tube.
- 1888 the pneumatic tire was reinvented by John Dunlop.
- Outer tube made canvas covered by vulcanized rubber.

More Metal

- In 1926, steel welded-spoke wheels were invented.
- In the late 1960s, wheels started to be casted out of different alloys.
- Magnesium alloy wheel on a Porsche Carrera GT.

The Future

- 2006: the Tweel returns to using a non-pneumatic solution.
- The rolling surface consists of a rubber tread, bonded to the hub by flexible spokes.
- The flexible spokes are fused with a deformable wheel that absorbs shocks and rebounds.

Contribution of Thomas Cook:-

THOMAS COOK

Thomas Cook is the world's best-known name in travel, thanks to the inspiration and dedication of a single man. Thomas Cook began his international travel company in 1841, with a successful one-day rail excursion at a shilling a head from Leicester to Loughborough on 5 July. From these humble beginnings Thomas Cook launched a whole new kind of company – devoted to helping Britons see the world.

Today, Thomas Cook Group plc is one of the world's leading leisure travel groups, with sales of over £8.5 billion and more than 22 million customers. The group is supported by c.22,000 employees and operates from 15 countries. It is number one or two in all its core markets. Thomas Cook's vision is to deliver trusted, personalised holiday experiences through our high-tech, high-touch strategy. We will be there for our customers wherever, whenever and however they want to connect with us.

Products and Services:

Thomas Cook provide overseas packaged holidays which include; Flights, Hotels, Thomas Cook Airlines, Car Hire and Travel Insurance. They provide you with food, drink and entertainment and can be booked through travel agents, Thomas Cook website or call centres. These services help Thomas Cook to make a profit as they provide packaged holidays, which make it easier for people to book a holiday and are more likely to book with Thomas Cook because of the facilities and packages they provide within the organisation.

Regulations:

Thomas Cook is a member of ATOL (air transport organiser's licence) which means more people will book with them as they know they are protected and nothing will go wrong. They also comply with the Disability Discrimination Act (DDA) as Thomas Cook provide disabled people with extra help, products and services that they may need. They comply with the Health and Safety Act that applies to everyone and makes sure that customers and also employees are protected from any incidents that occur whilst on their holiday.

Who are these services provided for?

Thomas Cook provide mainly intangible products. Thomas Cook are at different levels in the chain of distribution, and the group owns around 800 travel agencies. The Thomas Cook group is second in the chain of distribution and work with all different companies as the tour operators buy from the principles and then they sell through different retail sources. Thomas Cook work with different companies such as Alamo and Avis which offer car hire and inter depend with Thomas Cook as they create more businesses for these companies through its customers. Thomas Cook sometimes advertise these companies to a customer and will then book with them. They benefit from these businesses as it mean they save more money by not needing to buy their own cars.

Who is the organisation responsible to?

- Thomas Cook organisation is responsible to stakeholders who expect a profit and also expect their investment to be successful. Thomas Cook stakeholders include customers, employees, investors, governments and non-governmental

organisations in the countries and destinations that they operate Thomas Cook work with these to find out what can be dealt with and any issues to make the company move forward and be successful.

- Employees will be expected to have a well paid job, treated fairly and to work in a good working environment.

- Customers are expected to be treated fairly, to be provided with the correct products and services and their needs to be met.. It is important that customers have confidence in Thomas Cook so that they will book with the them again.

Thomas Cook have a big responsibility to its customers as they work to make sure customers get exactly what is planned and receive good customer service. To be environmentally and ethically responsible: Thomas Cook have a responsibility to the environment and use aviation fuel efficiently in order to reduce CO2 emissions. They also have an on board recycling system.

Today's scenario:-

Scenario of Tourism Industry in India

Tourism is defined as the business of providing services for people who are travelling for their holiday. It is also defined as travel for recreational, leisure or business purposes. The OECD glossary of statistical terms defined tourism as 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 not related to the exercise of an activity remunerated from within the place visited.

Over the decades, tourism has experienced continued growth. Tourism Industries is one of the fastest growing economic sectors in the world. Tourism has become a thriving global industry with the power to shape developing countries in both positive and negative ways. No doubt it has become the fourth largest industry in the global economy.

Similarly, in developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and

diversification. However, there are pros and cons involved with the development of Tourism Industry in the country.

Present Situation and Features of Tourism in India:

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits.

The Tourism Industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is

ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and Tourism Industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India further.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global

brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

Tourist Attractions in India:

India is a country known for its hospitality to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other

attractions include beautiful beaches, forests and wild life and landscapes for ecotourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

Despite the economic slowdown, medical tourism in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India". The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

Tourism Industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

Definition of tourism by UNWTO

According to United Nations World Tourism Organization

"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"

Conceptual definition

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. 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.

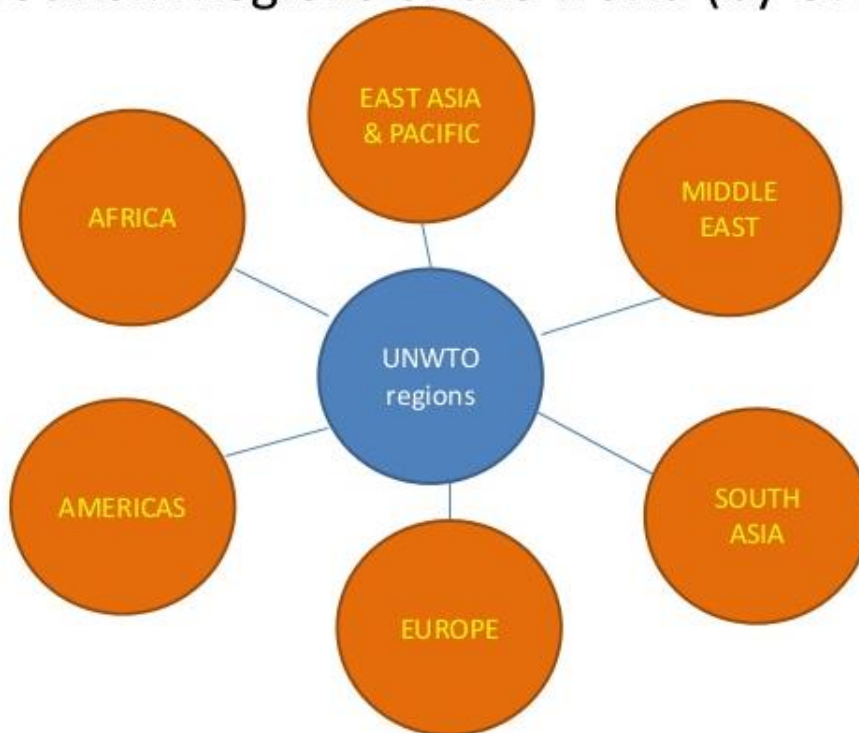
Sustainable tourism should:

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Tourism Regions of the World:-

Tourism Regions of the world (by UNWTO)



UNWTO has divided the world into six tourism regions on the basis of volume of tourists and the concentration of popular products and destinations.

These regions include both rich and poor countries as well as advanced and underdeveloped tourism destinations. Tourism activity is unevenly distributed in these regions and is developing at its own pace.

Types of Tourism :-

1. Pilgrimage Tourism

It is also called as Religious tourism / Spiritual tourism. It is a form of tourism, where people travel individually or in groups for pilgrimage. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. Modern religious tourists are more able to visit holy cities and holy sites around the world. The most famous holy cities are Jerusalem, Mecca and Varanasi.

2. Business Tourism

The business traveler's main motive for travel is work. Tourists visit a particular destination for various reasons pertaining to his /her work such as attending a business meeting, conferences, conventions selling products, meeting clients. Business tourism is popularly called as MICE (Meetings, incentives, conferences, and exhibitions) tourism.

3. Health Tourism

Health tourism is also called as Medical tourism. People have been travelling for centuries to improve and rebuild their health and stamina. Today, many people travel great distances to exotic locations or health care facilities in faraway countries, in search of medical treatment and care. Medical tourism is an age-old concept that has gained popularity in the recent times. Many developing countries are emerging as hot medical tourism destinations capitalizing on low cost advantages. Many hospitals have specially designed packages including resorts facilities. Thus health tourism covers one or more of the following aspects-

- Change of climate
- Alternative therapy- Ayurvedic treatment, hot Sulphur springs, Naturopathy and art of living
- Medical treatment

4. Sports & Adventure Tourism

Sports Tourism refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Sport tourism is a fast growing sector of the global travel industry. Sports tourism refers to people travelling to participate in a competitive sport event. Normally these kinds of events are the motivators that attract visitors to visit the events like Olympic Games, FIFA World Cup. Sports tourism can be adventurous also. Adventure sport tourism is also called as Adventure tourism.

Adventure sport tourism is more challenging because it takes the tourists into regions which are less frequently visited and may not have easy access. According

to the National Tour Association, adventure tourism is a "tour designed around an adventurous activity such as rafting, hiking, or mountain climbing."

Adventure sports tourism is a package of

- Recreation
- Enjoyment
- Education
- Thrills of participating in an adventure

Adventure tourism has various forms, which can be broadly categorized as follows:



5. Culinary & Wine Tourism

Culinary tourism or food tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists.

Land, Water and Air Transport

Transport

The movement of goods from one place to another is called transport. Transport removes the hindrances of persons, place and time in exchange of goods and commodities. Effective transport plays an important role in the economic progress of the country.

The various modes of transport can be classified into three main divisions:

- Land Transport
- Water Transport

- Air Transport

Land Transport

The chief forms of land transport are:

I. Pathways Transport: Pathways are an important form of land transport. It is the oldest form of transport found in hilly areas, forest areas and in remote places. These are used by human beings and animals for transport. In forest and hilly areas transport is carried on through human beings. Animal transport has also played a significant role where there is no road and railway communication.

II. Roadways Transport: The Road is in every truth one of the great fundamental institutions of mankind. Its history dates back to the dawn of recorded history and beyond.... A people without the attributes of civilization. Man, the road builder, cannot be separated from Man, the builder of civilizations.

III. Tramways Transport: Tram cars, which are run on rails, are a very suitable mode of transport for carrying traffic during busy hours.

IV. Railways Transport: The railway has been the pioneer of modern mechanical transport. The first Indian railway train rolled on its 34 km track from Bombay to Thana on April 16, 1853. Right since its beginning and upto the advent of motor transport, it enjoyed monopoly as land transport. Railways have played a very significant role in the economic, social and political development of many countries in the world. Though the railway requires a very huge capital outlay as compared to other modes of transport, it is our principal means of transport. It carries about 70 to 80 percent of our total traffic of goods and people.

Water Transport

Water transport is the cheapest and the oldest mode of transport. It operates on a natural track and hence does not require huge capital investment in the construction and maintenance of its track except in case of canals. The cost of operation of water transport is also very less. It has the largest carrying capacity and is most suitable for carrying bulky goods over long distances. It has played a very significant role by bringing different parts of the world closer and is indispensable to foreign trade.

Kinds of Water Transport

Water transport consists of:

I. Inland water transport: Inland water transport consists of transport by rivers, canals and lakes. Rivers are a natural highway which can be used as a means of transport. They are suitable for small boats as well as big barges. River transport played a very important role prior to the development of modern means of land transport.

II. Ocean Transport: Ocean transport is indispensable for the foreign trade. It has brought the different parts of the world closer and has knit together all the nations of the world into one big world market. It operates on a natural track i.e., the sea and does not require any investment in the construction and maintenance of its track. It is obviously, the cheapest mode of transport, Ocean transport includes (i) Coastal Shipping (ii) Overseas Shipping.

Air Transport

Air transport is the most recent mode of transport. It is the gift of the 20th century to the world. The two world wars gave a great impetus to the development of air transport in almost all the countries of the world. The peculiar characteristic of air transport is that it does not need a specific surface track for its operations. It has no physical barriers as in the case of other modes of transport. Political boundaries are also immaterial although it has to observe the requirements of the International Law. The supreme advantage of air transport lies in its quickness. It is the fastest mode of transport. But the cost of its operation is very high and thus it is suitable for only rich passengers, mails and light and costly cargo. However, in advanced countries like U.S.A., Germany, etc. it offers a tough competition to the railway.

Unit: 2 Chapter 3 (Tourism Organizations)

Tourism Organizations

3.1 National/Domestic Organizations (M.T.D.C., I.T.D.C.)

**3.2 International Organizations (U.N.W.T.O., W.T.T.C.,
U.F.T.A.A., U.N.E.S.C.O., S.T.I.)**

3.1 National/Domestic Organizations (M.T.D.C., I.T.D.C.)

ITDC

India Tourism Development Corporation

The India Tourism Development Corporation Limited or ITDC as it is popularly recognized is a Public Sector Undertaking of the Government of India, Tourism Department, founded in October 1966 with its headquarters in New Delhi, the capital of India. The Corporation is multi-functional but deals primarily in various divisions and facets of the Hospitality Sector in India and also represents Indian Hospitality sector abroad. ITDC has created and owns the Ashok brand and runs 15 properties under the Ashok brand, pan India.

The main purpose and mission of the Corporation was to be the leader and catalyst in the advancement of the Hospitality sector in India and enable the tourism sector to accomplish ultimate distinction in the chosen field by creating centers that are professional, efficient, give value for money and offer customer-centric services.

The main objectives of the ITDC Corporation are:

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants;
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

Functions of ITDC

- As the mainstay of the Hospitality Industry in India, ITDC plays a pivotal role in the creation and advancement of tourist infrastructure in India.
- ITDC is a large Corporation under the Tourism Department of Government of India and carries a large number of employees in its different sections at various levels of caliber and status. ITDC aims at achieving high levels of productivity from its personnel through superior education, stimulus, and Human Resource Development practices.
- ITDC plays a vital role in getting together Government of each different State and its corresponding Tourism Development Corporation in planning and implementing new tourism-related projects, promotion of these projects, and training of required personnel. It is through the impetus created by ITDC that new tourism projects across the country are being developed.
- A successful organization needs to have the correct ratio of man and work. ITDC works towards rationalizing size of the Human Resources so that the organization is trim and competent.
- Shareholders who have put their trust in the organization should be adequately compensated by creating value for them.
- Customers who are the backbone of any business venture should be provided with more than their money's worth so that they are satisfied and return for more.
- Construction of new hotels and other hospitality related units, management of the existing ones and take-over of those hotels, resorts, lodges and restaurants that are not doing well but have potential is one of the primary functions of the Corporation.
- All other activities that are related to tourist facilities and interests such as transportation, entertainment, shopping, facilities for conventions and meetings etc. come in the purview of the functions of the Corporation.
- Publicity matter related to tourism is envisioned, designed, produced and distributed by the Corporation.
- ITDC also takes up consultancy and management of tourism related projects in the country and overseas.
- Official money-changing facility for tourists, viz. Full-Fledged-Money-Changers (FFMC) and restricted money changers are also the functions of the Corporation.
- Keeping tourism as the centre of focus, the Corporation provides innovative and viable answers to problems related to the Tourism and Engineering Industry that include the whole gamut; visualization, planning, strategy and implementation of project or consultancy as need be.

In keeping with defined functions related to Tourism, the Corporation runs hotels and restaurants all over the country and also provides transportation for tourists. The Corporation is also involved in production of publicity material related to tourism, entertainment of tourists, managing duty free shops and money-changing facilities for tourists. The Ashok Institute of Hospitality & Tourism Management under the aegis of the Corporation is one of the top Hotel Management Institutes in the country. Other new ventures include engineering related consultancy services etc.

Joint Venture Company of ITDC

ITDC works in tandem with State Tourism Development Corporations or State Tourism Departments in Joint Ventures that run properties that have now gained popularity and acclaim.

Name of the Joint Venture Company	Name of the Hotel property
Ranchi Ashok Bihar Hotel Corporation Ltd.	Hotel Ranchi Ashok, Ranchi
Utkal Ashok Hotel Corporation Ltd.	Hotel Nilachal Ashok, Puri
Donyi Polo Ashok Hotel Corporation Ltd.	Hotel Donyi Polo Ashok, Itanagar
Assam Ashok Hotel Corporation Ltd.	Hotel Brahmaputra Ashok, Guwahati
MP Ashok Hotel Corporation Ltd.	Hotel lake View Ashok, Bhopal
Pondicherry Ashok Hotel Corporation Ltd.	Hotel Pondicherry Ashok, Pondicherry
Punjab Ashok Hotel Company Ltd.	Hotel Anandpur Ashok, Anandpur (Project stage)

Divisions of ITDC

The main divisions of ITDC are:

- Hotels run under The Ashok Group brand
- Duty Free Shops
- Tour packages, Booking, Ticketing, Transportation under Ashok Tours and Travels
- Consultancy and Engineering Services

- Creation and distribution of Tourism related promotion material under the Ashok Creative brand
- Catering Units that operate canteens in New Delhi
- Vigyan Bhawan
- Western Court
- Hyderabad House
- Sound and Light Shows for tourists that tell the history of the monuments; Red Fort and Old Fort in Delhi
- Training and Education related to tourism through Ashok Institute of Hospitality & Tourism Management
- Event Management

Under the Ashok Hotels brand ITDC operates eight hotels, five more hotels are run as Joint Ventures with the State Tourism Development Corporation of that State where the hotel is located. ITDC also runs one restaurant, eleven Transportation Units, a Service Station for tourists, nine Duty Free Shops located at international airports and sea-ports and Sound & Light Shows at the Red Fort and Old Fort in Delhi.

ITDC also manages one hotel at Bharatpur and one restaurant at Kosi of the Department of Tourism. The Catering Services or canteens at Western Court, Vigyan Bhawan and Hyderabad House in New Delhi are also managed by ITDC.

Facilities of ITDC

Tour packages, Booking, Ticketing, Transportation Under the ITDC division; Ashok Travels and Tours offers tour packages, hotel bookings of ITDC and other hotels in India and overseas. Special tourist packages for ITDC hotels including 16 hotels across the length and breadth of the country are also offered.

List of ITDC Hotel

The Ashok

The Ashok, Delhi, the flagship hotel of ITDC symbolizes and sets the tone for the brand “Ashok” under which most of the activities of the Corporation are carried out. The Ashok is a grand hotel built in the late sixties in the distinctive environs of the Capital’s Diplomatic Enclave. The architecture reminiscent of Mughal monuments that dot the city and the imposing façade live up to the image of tradition and heritage which is synonymous with the Ashok brand.

Samrat

Just behind The Ashok in Delhi is Samrat another well-planned and beautifully laid out hotel. The Hotel’s manicured gardens, open courtyards and the marble and

stone edifice surrounding an elegant atrium keep the Hotel a notch apart from other run-of-the-mill hotels that are found in plenty in Delhi.

Janpathi

In the center of the city, a stone's throw away from Connaught Place, Hotel Janpath on Janpath in New Delhi is a hotel of the ITDC that has the most convenient location and is immensely favoured because of it.

Lalitha Mahal Palace

The royal abode of the Maharaja of Mysore, this heritage hotel has been converted into a hotel and run by ITDC. Located on the outskirts of the city of Mysore, the palace with its domes and turrets amid sprawling grounds and terraced gardens is a sight to behold and provides a taste of regal luxury.

Bharatpur Ashok

Located in the Keoladeo National Park, a wild-life and bird reserve which is a haven for hundreds of native bird varieties and migrant birds that visit the sanctuary every year from thousands of miles across the globe in winter for a better climate. The Hotel is an ideal watering hole for bird watchers and nature lovers

Jaipur Ashok

The Jaipur Ashok, located in the Pink City is a small elegant Rajasthan Haveli with heritage architecture with turrets and balconies, built with the pink trade-mark stone of Jaipur. Surrounded by landscaped gardens, the Hotel is favoured by foreigners who love to come to enjoy the traditions and heritage of Rajasthan.

Kalinga Ashok

Located in Bhubaneswar, the ancient city of Odisha, Hotel Kalinga Ashok is a congenial combination of time-honored courteousness and modern life style. Visitors can enjoy the real Odisha experience including traditional handicrafts, handloom weaves and the local cuisine.

Jammu Ashok

At the foot of the Himalayas just outside the Kashmir vale in Jammu, the winter capital of the Jammu and Kashmir State is Hotel Jammu Ashok, a modern hotel with all amenities for tourists to Kashmir and for pilgrims to the Vaishnodevi shrine.

Patliputra Ashok

Named after the ancient name of the city of Patna; Pataliputra, Hotel Pataliputra Ashok is popular among pilgrims on the Buddhist circuit; Rajgir, Gaya, Bodhi Gaya and Vaishali and also offers low-tariff rooms for visitors who are stopping over for a few hours in the day in Patna.

Lake View Ashok

Overlooking the lake from the Shamla Hills in Bhopal, Hotel Lake View Ashok presents a pretty picture. The newly constructed four-floored building stands amidst beautifully landscaped gardens and taking advantage of the location on the slope of the hill, the hotel has two floors above the level of the lobby and two floors below.

Brahmaputra Ashok

Located in Guwahati, Assam, Brahmaputra Ashok is one of the most prominent hotels in the North- East and caters to visitors to the business city of Guwahati and Kaziranga wildlife sanctuary famous for the mighty one-horned rhino. The modern hotel offering all the latest facilities and comfort is constructed in North-Eastern style and furnished using local bamboo and cane furnishing.

Donyi Polo Ashok

Located in Itanagar the capital of Arunachal Pradesh Donyi Polo Ashok offers modern amenities and local décor to the visitors to the beautiful state of the rising sun.

Pondicherry Ashok

Hotel Pondicherry Ashok is a popular 3-star beach resort on the east coast of India. Pondicherry is a beautiful place with white and sunny beaches and peaceful green forests. The hotel offers modern amenities and a peaceful holiday break.

Nilanchal Ashok

Located close to the sparkling white sands of the beaches of Puri, near the famous temple of Lord Jagannath, the hotel provides all creature comfort to the visitors to the pilgrim city.

Ranchi Ashok

Located in Ranchi, the capital of Chhatisgarh State, Hotel Ranchi Ashok offers all modern amenities to the visitors to Ranchi and the ChotaNagpur plateau.

Transportation

Taxi Service at Airport

ITDC operates travel counters at Indira Gandhi International Airport Domestic and International Terminals. The counters are located in the Arrival Halls of both terminals.

Services: Car Rentals, Air Tickets and Hotel Booking

Car Rentals

Ashok Travels and Tours, a division of ITDC offers visitors cars, luxury limousines and coaches local sight-seeing, trips to nearby cities for business or pleasure.

Air Ticketing

Ashok Travels and Tours, a division of ITDC are IATA approved travel agents that offer economical Domestic and International air ticketing facilities for all airlines.

Money Changing

Ashok Travels and Tours, a division of ITDC operates a full-fledged money changer operation dealing in all main legal tenders of the world such as Euros, US Dollars, Pound Sterling, Australian Dollars etc in keeping with regulations and rules of Reserve bank of India. This facility is available at airports at Delhi, Mumbai, Chennai, Kolkata and Bangalore.

MTDC

Maharashtra Tourism Development Corporation (MTDC) has been established under the Companies Act, 1956, (fully owned by Govt. of Maharashtra) for systematic development of tourism on commercial lines, with an authorized share capital of Rs. 25 crore. The paid up share capital of the Corporation as on 31st March 2013 is Rs. 1538.88 lakhs.

The Corporation receives from the State Government financial assistance in the form of share capital and grants. The State Government has entrusted all commercial and promotional tourism activities to this Corporation.

MTDC has, since its inception, been involved in the development and maintenance of the various tourist locations of Maharashtra. MTDC owns and maintains resorts at all key tourist centers and having more resorts is on the plan.

MTDC initiates & supports various cultural activities across Maharashtra with the objective to improve tourism in the state. One such example is Sanskruti Arts Festival, Upvan, Thane which MTDC has supported along with TMC (Thane Municipal Corporation)

FUNCTIONS of MTDC

- Promote tourism activities
- Create leisure opportunities for residents through tourism activities
- Formulate programs and projects for the development of the local community as tourist attractions

- Develop innate talents related to cultural, sports and economic endeavors through presentation and competitions
- Develop new products, assist in marketing and promoting of products
- Develop potential areas for tourist attraction and destination
- Assist the Municipal Tourism Council in formulating programs and implement recommendation
- Develop local tourism destination and attractions tapping local resources and national funds
- Assist Municipal Tourism Council in the formulation of tourism programs and projects

3.2 International Organizations (U.N.W.T.O)

(United Nations World Tourism Organization)

Functions are carried out by the UNWTO for the promotion and development of tourism. Some of them are explained below:

1. Collection and Dissemination of information
2. Technical cooperation
3. Human Resource Development
4. Environment and Planning
5. Facilitation and Liberalization
6. Marketing and Promotion
7. Publication
8. Research and Studies
9. Private and Public Integration

Explanation:

1. Collection and Dissemination of information:

UNWTO collects and disseminations the information regarding tourism of the major function of UNWTO is to collect and update the information in a systematic way, analyses of that information and lastly to provide them to the members regarding overall aspects of travel and tourism. The information includes

statistical data, legislation, facilities and special events. It is a very effective and function of UNWTO where the included information likes statistical data, legislation, facilities and special events plays a vital role.

2. Technical Cooperation:

Technical cooperation is a very important function of UNWTO which helps the member countries by providing technical cooperation. Being an executing agency of UNDP, the organization helps by providing assistance to its members on the side range of tourism issue like sustainable tourism development; environment investment needs technology transfer, marketing, and promotion etc. The transfer of tourism known-how to developing countries is one of the WTO's fundamental tasks.

3. Human Resource Development:

Human Resource Development is one of the major building blocks of the tourism industry. Human Resource Development works to add value to the tourism sector of UNWTO member's states improving the tourism sector's capacity building and providing direct support in tourism education, training, information, and knowledge. Human Resource Development conducts senior as well as vocational training program with suitable teaching as per the need of member's countries. It helps the member countries by providing the expertise to develop human resource in the field of tourism and also supplies the regular studies as well as update information on trends in the various aspects of tourism to the members.

4. Environment and Planning:

Environment and Planning function provides a planning for the conservation, maintenance and preservation of an environment. Suitable tourism is considered the main tools today's context. UNWTO is activity involved in environment and planning because one of the primary goals of the UNWTO being sustainable tourism development. UNWTO has developed a global programme of clean beaches of tourism planning, Including three publication policy with United Nations Environment Programme.

5. Facilitation and Liberalization:

UNWTO helps to simplify the formalities like passport, visas and so on and remove barriers for free movement of tourists which shows that it is a very important function of UNWTO. The aim of the organization is to eliminate the barriers regarding the free movement of tourist. It includes promotion of improved access to tourism, rationalization of tourism facilitation services, improving the safety and security of tourist in the countries visited.

6. Marketing and Promotion:

It is another function of UNWTO. UNWTO continuously watches and analyses travel and tourism trends in the world. It analyses the economic and social conditions affecting tourism market fluctuation which provide invaluable data for strategic planning and marketing. It tries to maintain the standard in the field of tourism.

7. Publication:

UNWTO has been publishing a number of publications, which provides the information regarding tourism. The publication related to the analysis of tourism information and another related to tourism. UNWTO publications are the instruments of education to gain the knowledge in the field.

8. Research and Studies:

It is the most important function of UNWTO. It conducts the research and studies in the field of tourism for the development and promotion. It also helps the members to conduct the research and studies covering tourism markets, plan and enterprises, physical planning and area of development, promotion, and marketing to promote the tourism in particular countries.

9. Private and Public Integration:

UNWTO is unique among international intergovernmental organization in that. It is open to membership by the operating sectors and promotes various methods of cooperation among its members. UNWTO Business Council utilizes a partnership approach to tourism as a method to promote public and private integration and as a model of understanding between the two sectors.

Objectives of UNWTO are:

1. To promote and develop sustainable tourism so as to contribute to economic development, international understanding, peace, prosperity and universal respect.
2. To observe human rights and freedom for all without distinction as to race, sex, language or religion.
3. To pay particular attention to the interest of developing countries in the tourism.
4. To provide direct support to UNWTO members, especially to National Tourism Administration to permit them to fully participate in the tourism information network development.
5. To provide permanent tourism information referral service and a standard sized tool for tourism information transfer and exchange.
6. To promote growth in the long term while maintaining a balanced use of resources.

WTTC (World Travel & Tourism Council)

WTTC consist of the top executives of the tourism industry. These consists of accommodation, catering, cruises, entertainment, recreation, transport, and travel related services. The major focus of WTTC is on the improvement of public and government recognition of the strategic importance of travel and tourism sector in the countries worldwide “Green”, a worldwide environmental management and awareness programme for travel and tourism industry was developed by WTTC with the involvement if programme (UNEP).

Organization of WTTC:

This organization (WTTC) is established in 1990 led by a 15 member executive

committee. Meeting of this organization is located general meeting of all members. Headquarter of this organization is located in London with representative offices in Latin America, Central Eastern Europe, Mediterranean, South East Asia, Australia, Africa and North America.

Objectives of WTTC

Some of the objectives of the council are:

- To move towards open and competitive markets
- To pursue sustainable development
- To eliminate barriers to growth tourism
- To realize the full economic potential of tourism and its job generating ability
- To create awareness of the economic importance of tourism

Functions of WTTC:

Being a global coalition organization of the top chief executive officers from all sectors of the tourism industry, members of activities are carried out by the WTTC. Some of the functions are listed below:

1. Formulation of Plans and Policies
2. Implementation of Plans and Policies
3. Creation of Awareness
4. Creation of Cooperation and Partnership
5. Provides the forum to exchange the ideas
6. Research and studies

Explanations

1. Formulation of Plans and Policies:

WTTC makes plans, policies and guidelines for the development of World Wide Travel and Tourism Industry. It is the main function WTTC which deals with the plans, policies and also with the guidelines for the development of WTTC.

2. Implementation of Plans and Policies:

After the making of plans, policies and guidelines, WTTC requests to worldwide governments for the implementation of its formulated plans, policies and guidelines for the better development of the World Wide Travel and Tourism Industry.

3. Creation of Awareness:

One of essential function of WTTC is the creation of awareness. It creates awareness regarding the natural resources and social and cultural impacts of tourism. It ensures that the industry is accountable for the natural resources, its uses and that it is both aware to and responsible for its social and cultural impact on destinations.

4. Creation of Cooperation and Partnership:

It creates the feeling of the tourism cooperation and partnership among the organization involving a tourism business. It believes on the joint effort to develop tourism business worldwide. Therefore, it works in partnership with number of organizations throughout the world to raise the profile of travel and tourism industry and various economic consultants and scholars to improve its methodology to encourage individuals to tourism impact on national economics.

5. Provides the forum to exchange the ideas:

One of the most effective function of WTTC is to provide the forum to exchange the ideas. It organizes the global travel and tourism conferences, workshops and summit for the development of tourism.

6. Research and Studies:

Lastly one of the most needed and required function of WTTC is researching and studying the data. It conducts the search and studies to analyse World Wide Travel and Tourism. Carry out survey and research and sharing various data's worldwide is also the activity of WTTC.

Beside the above functions WTTC also have other activities like:

- It prepares long-term vision and commitments for the growth of tourism.
- It focuses on the significant uses of resources for sustainable development.
- It develops and executes an integrated crises communication plan.

- It has established strong media and resource media etc.

UFTAA (UNITED FEDERATION OF TRAVEL AGENTS ASSOCIATION)

UFTAA was created in Rome (Italy) •Date:November 22, 1966.

UFTAA = IFTA+ UOTAA

(International Federation Of Travel Agencies + Universal Organization Of Travel Agent Association)

- UFTAA started its operation as a Confederation on January 1st, 2003.
 - In 1989, coming from Brussels, UFTAA set up its General Secretariat in the Principality of Monaco. President of UFTAA Mr. Mario BEVACQUA Vice President of UFTAA Mr. Patrick Mwale

- UFTAA :-

- Represents Travel Agents and Tour Operators views
- Consults with other international organizations such as • (IATA) • (IH&RA) • International Union of Railways (IUR), • International Road Union (IRU) • International Chamber of Commerce (ICC).
- Has consultative status with the UN/NGO/ECOSOC,
- Works closely with other world bodies such as UNESCO, WHO etc. for a sustainable and responsible tourism • UFTAA is an affiliate member of the World Tourism Organization (WTO) and its Business Council (WTOBC)

MEMBERS OF UFTAA :- Represents 114 National Associations and additional Affiliate members in a total of 121 countries.

MISSION Of UFTAA •To be an International Forum... where matters affecting the world travel industry are addressed.

Objectives of UFTAA

- To strengthen its members image and enhance the world travel and tourism industry as a sustainable industry.
- To unite and consolidate the Federations of Travel Agents' National Associations and to globally enhance the interests of their members
- To represent the travel agents' activities before various world-wide bodies, governmental authorities and suppliers
- To work towards the adoption of measures that will ease travel for the consumer and to offer services to its member federations
- Investigation and information Centre
- To offer, as a voluntary mechanism, an arbitration service which assists in solving conflicts resulting from commercial relations for which amicable settlement cannot be reached
- To organize a world congress of travel agents and other meetings necessary to the exchange and transmission of knowledge

UNESCO

(UNESCO - United Nations Educational, Scientific and Cultural Organization)

UNESCO, the *United Nations Educational, Scientific and Cultural Organization*, is a Specialized Agency of the United Nations. Its Constitution was adopted by the London Conference in November 1945, and entered into effect on 4 November 1946 when 20 States had deposited the instruments of acceptance.

The main objective of UNESCO is to contribute to peace and security in the world by promoting collaboration among nations through education, science, culture and communication in order to further universal respect for justice, for the rule of law, and for the human rights and fundamental freedoms which are affirmed for the peoples of the world, without distinction of race, sex, language or religion, by the Charter of the United Nations.

In support of this objective, UNESCO's principal functions are:

- To promote intellectual co-operation and mutual understanding of peoples through all means of mass communication;
- To give fresh impulse to popular education and to the spread of culture;
- To maintain, increase and diffuse knowledge;
- To encourage scientific research and training;

- To apply sciences to ensure human development and the rational management of natural resources.

Headquarters:

UNESCO
7, place de Fontenoy
75700 PARIS
France

STI (Sustainable Tourism Indicators)

- To identify and measure the entire range of impacts (environmental and socio-economic) that tourism can have in a particular area or society.
- Accurate information is needed for responsible decision-making

Sustainability indicators are information sets which are formally selected for a regular use to measure changes in key assets and issues of tourism destinations.

Benefits from good indicators

- Better decision-making, lower risks and costs
- Identification of emerging risks - prevention
- Identification of impacts - corrective action
- Performance measurement of the implementation of development plans and management actions
- Reduced risk of planning mistakes - identifying limits and opportunities
- Greater public accountability
- Constant monitoring - continuous improvement

Types of indicators

- early warning indicators (species disappearance)
- indicators of stresses on the system (crime rates)
- measures of current state of tourism (occupancy, satisfaction)
- measures of tourism impacts (deforestation rates)

- measures of management efforts (cleanup cost, repairs)
- measures of management effect and performance (changed pollution levels, more returning tourists)
- A large menu of suggested indicators

Over 50 issue areas and a menu of nearly 500 indicators which respond to them:

- Socio-cultural (covering issues related to community wellbeing, cultural assets, community participation, tourist wellbeing)
- Economic (covering capture of benefits, sustaining the tourist product)
- Environmental (covering protection of valuable natural assets, managing scarce resources, limiting the impacts of tourism activity)
- Tourism planning and management (destination planning and control, designing products and services, controlling tourist activity and managing quality)
- Responding to Global issues (e.g climate change, epidemics, sex tourism)

Procedure for indicators development

Research and Organization

1. Definition/delineation of the destination
2. Use of participatory processes
3. Identification of tourism assets and risks; situation analysis
4. Long-term vision for a destination

Indicators Development

5. Selection of priority issues and policy questions
6. Identification of Desired Indicators
7. Inventory of data sources
8. Indicators selection

Implementation of indicators

9. Evaluation of feasibility/implementation procedures
10. Data collection and analysis
11. Accountability and Communication
12. Monitoring and Evaluation of Results

Criteria for selecting indicators

- Relevance of the indicator to the selected issue
- Feasibility of obtaining and analysing the needed information
- Credibility of the information and reliability for users of the data
- Clarity and understandability to users
- Comparability over time and across jurisdictions or regions

Environmental & Sustainable Tourism

Unit : 2 Chapter 4 (Sustainable Development)

4.1 Why Sustainable Development?

4.2 Rio Summit

4.3 Impact of Tourism on the World

4.1 Why Sustainable Development?

Sustainable development involves satisfying the needs of the present population without endangering the capability of future population to satisfy its own needs. It's about improving the well being of everyone wherever they are and achieving this milestone collectively. Sustainable development also digs deeper. This means we want companies to expand, people to have the best jobs, everyone to afford nutritious foods wherever they live, quality and affordable education for everyone, freedom of speech without violence, and our economies to grow exponentially. We want to develop innovative technologies while keeping the environment safe.

“Sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.”

Sustainable development is not just about the environment. Its focus is much broader than that. Its all about meeting the diverse needs of people in different communities, social cohesion, creating equal opportunity to ensure a strong and healthy society. Sustainable development also focuses on finding better ways of doing things without affecting quality of our life.

There are 3 components of sustainable development – economic growth, environmental stewardship, and social inclusion. Countries are recognizing the importance of conserving natural resources, people are switching to cycling instead of driving that will improve their health, farmers are practicing climate smart agriculture and industries are realizing as to how much they can save through energy efficiency.

Understanding sustainable development and its goals is the first step to learning what we can do to make it happen. There are many initiatives already in place, but still many roadblocks to sustainable development that have to be overcome.

Goals of Sustainable Development

There are three primary goals of sustainable development:

1. To minimize the depletion of natural resources when creating new developments.
2. To create development that can be maintained and sustained without causing further harm to the environment.

3. To provide methods for retrofitting existing developments to make them into environmentally friendly facilities and projects.

Global organizations such as United Nations, NGOS, aid organizations and even governments are increasingly sponsoring efforts to ensure sustainable development goals are realized for every individual across the board.

Some other most important sustainable development goals set by these bodies include:

1. Eradication of poverty across the world

These organizations primarily focus on the least developed and low-income countries where poverty is rife. They aim to eradicate poverty across the board by expanding social protection programs like school feeding, cash transfers, targeted food assistance, social insurance and labor market programs such as skill training, old age pensions, wage subsidies, unemployment insurance, disability pensions and so on.

2. Promotion of good health and well being

This sustainable development goal seeks to ensure good health and well-being for all at each stage of life. The goal takes into account all the main health priorities such as maternal and child health, reproductive health, environmental, communicable and non-communicable diseases, universal health coverage, and access to quality, safe, effective, and affordable vaccines and medicines. It also advocates for enhanced health financing, increased research and development, strengthening the capacity of every country engaged in health risk prevention and management.

3. Provision of quality education for all

These bodies have realized that the level of child school dropout is at an all time high. This gap must be closed to ensure sustainable future development even as international communities work to ensure quality and equity in the education sector. In a nutshell, this goal seeks to ensure equitable and inclusive quality education and promotion of long life learning opportunities.

4. Provision of clean water and sanitation

Water and sanitation are on top of the chart regarding sustainable development. They are critical to the survival of humans and the planet. This goal aims to address aspects relating to sanitation, hygiene, drinking water and the quality and sustainability of water resources across the globe.

5. Building up strong infrastructure, supporting inclusive and sustainable industrialization and incubating innovation

This goal takes into account three aspects of sustainable development: industrialization, infrastructure, and innovation. Infrastructure is vital because it offers the basic framework necessary to smooth running of enterprise and society at large. Industrialization drives up economic development, yield job opportunities, hence, reducing levels of poverty. Innovation enhances technological abilities of industrial sectors and triggers the development of innovative skills.

6. Enabling Access to affordable and clean energy

Energy is the most critical resource to achieving most of the sustainable development goals. Energy plays a vital role in mitigating poverty through advancements in industrialization, education, water supply and health and fighting climate change. This sustainable development goal focuses on developing and expanding renewable energy resources such as sun, wind, hydropower, liquid and solid biofuels, biogas and geothermal. These renewable sources of energy don't

emit greenhouse gasses to the atmosphere and so are ideal for the environment and human health.

7. Achieving gender equality

In the past few decades, gender equality and women empowerment have been agendas for most governments for long-term sustainable development. Access to education for girls has since improved, the percentage of child marriage has plummeted, and huge leaps have been taken in the domain of sexual and reproductive health and rights such as dramatic reduction in maternal health. Although there is still a long way to go to reach this milestone, organizations are using every ounce of their energy and throwing in resources to ensure the dream is realized.

There are other sustainable development goals set by these bodies including decent jobs and economic growth, sustainable cities and communities, conservation of sea, ocean and marine resources, combating climate change, sustainable consumption and production patterns and much more.

How Can we Make it Happen?

To make sustainable development the norm, we have to change the vision of the cultures of each country. To change the vision of the culture two things have to occur.

1. The culture must value a global benefit more than a local one.
2. A responsibility towards providing and sustaining resources for the future must be of more value than profit in the present must be developed.

Both of these are very hard to do because it requires an element of self-sacrifice be adopted by the present society. The value of the future is something that is not held

in high esteem when it comes to creating a profit, or to living with convenience. The general self-focus of each generation is understandable, but as history has shown in other areas – it can be expanded to include a sense of responsibility towards futures unknown that will allow for different choices to be made in the present.

What Prevents Sustainable Development From Happening?

There are two major issues that prevent sustainable development from happening. The first is that for many aspects of development, using sustainable methods and materials is expensive. While the long-term cost of sustainability does prove to be less expensive than traditional development, the creation of a sustainable project may be far more expensive in the first phase. The second major issue is that there is not a generally accepted need for sustainable development. This is an education issue that may take many years to resolve.

4.2 Rio Summit

United Nations Conference on Environment and Development (UNCED)

- Major UN conference
- 3rd to 14th June 1992
- held in Rio de Janeiro

The focus of this conference was the state of the global environment and the relationship between economics, science and the environment in a political context.

The conference concluded with the Earth Summit, at which leaders of 108 nations gathered to demonstrate their commitment to sustainable development.

Background

The relationship between economic development and environmental degradation was first placed on the international agenda in 1972, at the UN Conference on the Human Environment, held in Stockholm. After the Conference, Governments set up the United Nations Environment Programme (UNEP), which today continues to

act as a global catalyst for action to protect the environment. Little, however, was done in the succeeding years to integrate environmental concerns into national economic planning and decision-making. Overall, the environment continued to deteriorate, and such problems as ozone depletion, global warming and water pollution grew more serious, while the destruction of natural resources accelerated at an alarming rate.

By 1983, when the UN set up the World Commission on Environment and Development, environmental degradation, which had been seen as a side effect of industrial wealth with only a limited impact, was understood to be a matter of survival for developing nations. Led by Gro Harlem Brundtland of Norway, the Commission put forward the concept of sustainable development as an alternative approach to one simply based on economic growth — one “which meets the needs of the present without compromising the ability of future generations to meet their own needs”.

After considering the 1987 Brundtland report, the UN General Assembly called for the UN Conference on Environment and Development (UNCED). The primary goals of the Summit were to come to an understanding of “development” that would support socio-economic development and prevent the continued deterioration of the environment, and to lay a foundation for a global partnership between the developing and the more industrialized countries, based on mutual needs and common interests, that would ensure a healthy future for the planet. The Earth Summit Agreements

In Rio, Governments — 108 represented by heads of State or Government — adopted three major agreements aimed at changing the traditional approach to development:

- Agenda 21 — a comprehensive programme of action for global action in all areas of sustainable development;
- The Rio Declaration on Environment and Development — a series of principles defining the rights and responsibilities of States;
- The Statement of Forest Principles — a set of principles to underlie the sustainable management of forests worldwide.

In addition, two legally binding Conventions aimed at preventing global climate change and the eradication of the diversity of biological species were opened for signature at the Summit, giving high profile to these efforts:

- The United Nations Framework Convention on Climate Change
and
- The Convention on Biological Diversity

Agenda 21 addresses today's pressing problems and aims to prepare the world for the challenges of the next century. It contains detailed proposals for action in social and economic areas (such as combating poverty, changing patterns of production and consumption and addressing demographic dynamics), and for conserving and managing the natural resources that are the basis for life — protecting the atmosphere, oceans and biodiversity; preventing deforestation; and promoting sustainable agriculture, for example.

Governments agreed that the integration of environment and development concerns will lead to the fulfilment of basic needs, improved standards for all, better protected and better managed ecosystems and a safer and a more prosperous future. “No nation can achieve this on its own. Together we can — in a global partnership for sustainable development”, states the preamble.

The programme of action also recommends ways to strengthen the part played by major groups — women, trade unions, farmers, children and young people, indigenous peoples, the scientific community, local authorities, business, industry and non-governmental organizations (NGOs) — in achieving sustainable development.

The Rio Declaration on Environment and Development supports Agenda 21 by defining the rights and responsibilities of States regarding these issues. Among its principles:

- That human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature;
- That scientific uncertainty should not delay measures to prevent environmental degradation where there are threats of serious or irreversible damage;
- That States have a sovereign right to exploit their own resources but not to cause damage to the environment of other States;

- That eradicating poverty and reducing disparities in worldwide standards of living are “indispensable” for sustainable development;
- That the full participation of women is essential for achieving sustainable development; and
- That the developed countries acknowledge the responsibility that they bear in the international pursuit of sustainable development in view of the pressures their societies place on the global environment and of the technologies and financial resources they command.

The Statement of Forest Principles, the non–legally binding statement of principles for the sustainable management of forests, was the first global consensus reached on forests. Among its provisions:

- That all countries, notably developed countries, should make an effort to “green the world” through reforestation and forest conservation;
- That States have a right to develop forests according to their socio-economic needs, in keeping with national sustainable development policies; and
- That specific financial resources should be provided to develop programmes that encourage economic and social substitution policies.

At the Summit, the UN was also called on to negotiate an international legal agreement on desertification, to hold talks on preventing the depletion of certain fish stocks, to devise a programme of action for the sustainable development of small island developing States and to establish mechanisms for ensuring the implementation of the Rio accords.

Positive & Negative Effects of Tourism

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.

Economic Effects -- Positive

Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.

Economic Effects -- Negative

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.

Social Effects -- Positive

The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses.

Social Effects -- Negative

Visitor behavior can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values.

Environmental Effects -- Positive

Tourism -- particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

Environmental Effects -- Negative

Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. It also causes increased pollution through traffic emissions, littering, increased sewage production and noise.

Responsible Tourism

Responsible Tourism is about "making better places for people to live in and better places for people to visit." Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

Why is responsible tourism important?

Travelling responsibly doesn't only have a positive impact in the destinations and communities we visit, but it provides us with enriching experiences that often stay with us and become the highlight in our memories.

Travelling is a way to open our minds to the world and the realisation that we are all different but we're also the same. And doing it responsibly gives us an opportunity to learn through meaningful connections with local people and to get a better understanding of local cultural, as well as social and environmental issues.

According to the **Cape Town Declaration**, responsible tourism:

- Minimises negative environmental, social and economic impacts
- Generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry
- Involves local people in decisions that affect their lives and life chances

- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence

Guiding Principles for Economic Responsibility

- Assess economic impacts before developing tourism and exercise preference for those forms of development that benefit local communities and minimise negative impacts on local livelihoods (for example through loss of access to resources), recognising that tourism may not always be the most appropriate form of local economic development.
- Maximise local economic benefits by increasing linkages and reducing leakages, by ensuring that communities are involved in, and benefit from, tourism. Wherever possible use tourism to assist in poverty reduction by adopting pro-poor strategies.
- Develop quality products that reflect, complement, and enhance the destination.
- Market tourism in ways which reflect the natural, cultural and social integrity of the destination, and which encourage appropriate forms of tourism.
- Adopt equitable business practises, pay and charge fair prices, and build partnerships in ways in which risk is minimised and shared, and recruit and employ staff recognising international labour standards.
- Provide appropriate and sufficient support to small, medium and micro enterprises to ensure tourism-related enterprises thrive and are sustainable.

Guiding Principles for Social Responsibility

- Actively involve the local community in planning and decision-making and provide capacity building to make this a reality.
- Assess social impacts throughout the life cycle of the operation – including the planning and design phases of projects - in order to minimise negative impacts and maximise positive ones.

- Endeavour to make tourism an inclusive social experience and to ensure that there is access for all, in particular vulnerable and disadvantaged communities and individuals.
- Combat the sexual exploitation of human beings, particularly the exploitation of children.
- Be sensitive to the host culture, maintaining and encouraging social and cultural diversity.
- Endeavour to ensure that tourism contributes to improvements in health and education.

Guiding Principles for Environmental Responsibility

- Assess environmental impacts throughout the life cycle of tourist establishments and operations – including the planning and design phase - and ensure that negative impacts are reduced to the minimum and maximising positive ones.
 - Use resources sustainably, and reduce waste and over-consumption.
 - Manage natural diversity sustainably, and where appropriate restore it; and consider the volume and type of tourism that the environment can support, and respect the integrity of vulnerable ecosystems and protected areas
 - Promote education and awareness for sustainable development – for all stakeholders.
 - Raise the capacity of all stakeholders and ensure that best practice is followed, for this purpose consult with environmental and conservation experts.
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Unit : 3 Chapter 5 (Sustainable Tourism)

Sustainable Tourism

- 5.1 Introduction to Sustainable Tourism
- 5.2 Sustainable Tourism with respect to Developed Countries
(List of these countries, one major destination from each country that requires Sustainable development)
- 5.3 Sustainable Tourism with respect to Developing Countries (List of these countries, one major destination from each country that requires Sustainable development)
- 5.4 Sustainable Tourism in India
- 5.5 Sustainable Tourism in Mumbai
- 5.6 Sustainable Tourism as an Umbrella – Ecotourism, UNESCO Sites.
- 5.7 Impact of Travel on Sustainable Tourism
- 5.8 Impact of Accommodation on Sustainable Tourism
- 5.9 Responsible Tourism – Guidelines, “Making Tourism More Sustainable – A Guide for Policy Makers” – Role of United Nations Environment Programme (UNEP).

Sustainable Development: Introduction and Meaning

Introduction:

Sustainable development represents an opportunity to construct a new approach, and the success of these efforts has powerful implications for issues of peace and security.

The term ‘Sustainable development’, in place of ‘development’ is now being increasingly used by scholars. It has become a major topic of discussion among all the social scientists, social organisations, statesmen and leaders. The industrial-technological and economic development registered by the humankind during the past 100 years has not proved to be a real development in so far as it has created imbalances in the environment as well as among nations.

Degradation of environment, resulting from unprincipled and excessive exploitation of the resources of our planet earth, has threatened to negate, and in fact has already adversely affected the development registered by various

societies. Undoubtedly, industrial and infrastructural projects are means for development. In the past, the utility and feasibility of such projects used to be determined only in terms of economic gains.

Of late, however, with environment and human rights issues gaining currency, it is considered essential that such projects be formulated, planned and executed in such a way as may ensure the real and enduring socio-economic welfare of the people without doing any damage to the environment. Instead of thinking only in terms of GDP and GDP per capita, we have to think in terms of GDH—Gross Domestic Happiness.

Development should be secured without in any way harming the human rights of the people, particularly of those whose life is to be directly and physically affected by such projects. The concept of sustainable development denotes this new positive approach. Sustainable development is now held to be an essential condition for securing stable, enduring, real and sustainable world peace, security and development.

5.2/5.3 Sustainable Tourism with respect to Developed Countries & Developing Countries

The Sustainable Development Goals (SDGs) are intended to be universal in the sense of embodying a universally shared common global vision of progress towards a safe, just and sustainable space for all human beings to thrive on the planet. They reflect the moral principles that no-one and no country should be left behind, and that everyone and every country should be regarded as having a common responsibility for playing their part in delivering the global vision. In general terms, all of the goals have therefore been conceived as applying both as ambitions and as challenges to all countries. All of the goals and targets contain important messages and challenges for developed and developing countries alike.

Stakeholder Forum was recently commissioned by the United Nations Development Programme (UNDP) to undertake a rapid new study to better understand the implications of the Sustainable Development Goals (SDGs) for Developed Countries, since this aspect has tended to receive less attention in the international discussions.

Other goals involving significant **transformational change in developed countries** include the need to achieve **more sustainable economies and growth pathways, the goal of greater equality, and the goals to achieve better protection of the oceans and of terrestrial ecosystems.**

Developed countries also need to continue to assist the development process in developing countries, particularly the least developed countries and to deliver on their long-standing pledges to commit 0.7% of their Gross National Income (GNI) to official development assistance programmes. But the attention which the SDGs

and the international development agenda rightly place on this responsibility of the developed world should not divert attention from the equally important responsibility of the developed world to reduce their global footprint and the impact they impose on the rest of the world through unsustainable patterns of consumption and production and lifestyles.

The methodology proposed is described in some detail so that it could be taken up in any country or groups of countries and used to assess the extent of the challenge represented by the different SDGs in different contexts. It is hoped that it could in this way become a useful tool for countries at all levels of development as they make their plans for SDGs implementation. It could help them to analyse their current situation in relation to each of the goals and targets, to identify which of the goals and targets will represent the biggest transformational opportunities for them,

and thence determine their own emphases for action toward achievement of the SDGs.

17 Sustainable Development Goals

Goal 1: End poverty in all its forms everywhere

As one of the world's largest and fastest-growing economic sectors, tourism is one of the main drivers of world trade and prosperity, and has continued to be even during these years of global economic crisis. The tourism sector is uniquely positioned to foster growth and economic development at all levels and to provide income through job creation.

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

The supply of local agricultural products not only improves the well-being of the community of the destination, but also increases its attractiveness in the tourist market, offering the tourists a greater authenticity in their experiences.

Goal 3: Ensure healthy lives and promote well-being for all at all ages

Tourism can have a notable effect on health and well-being, not only through its contribution to economic growth and sustainable development, but also through its role as a transmitter of ideas and customs. By empowering local health practices, not only a channel of understanding between cultures is built, but also good health and well-being practices can be shared.

Goal 4: Ensure inclusive and quality education for all and promote lifelong learning

A good level of training is crucial for the tourism sector. The sector can provide incentives to invest in education and professional training, promoting professional mobility through cross-border agreements on professional training (especially for young people, women, the elderly, indigenous communities and groups with special needs) transmitting values of tolerance, peace and non-violence.

Goal 5: Achieve gender equality and empower all women and girls

As one of the sectors with the highest proportion of women employed and entrepreneurs, tourism can and should be a tool for the empowerment of women, helping to ensure that their participation in all aspects of society is full.

Goal 6: Ensure access to water and sanitation for all

Tourism has the moral and commercial imperative to improve its water management. The cost is a clear factor: the consumption of water supposes on average 10% of the fixed expense of any hotel. Many hotels also pay double for the water they consume: first, buying potable water and secondly disposing of it as waste water. On the other hand, the moral aspect is equally compelling: water is a scarce resource in many resorts around the world, which is why hotels have the responsibility of not using more than necessary, especially in remote areas where only through efficient management is ensured that local residents are not deprived of essential supplies.

Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all

The tourism industry is one of the main interest groups in favor of good practices in energy saving, due to the great economic, social, cultural and environmental impact of its activity. The fact that tourism agents act in a responsible and sustainable way creates additional benefits that not only affect the well-being of the population, but also allow destinations to increase their competitiveness and presence at an international level.

Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all

Sustainable economic growth and the reduction of poverty through tourism depend on it being able to generate employment opportunities, creating synergies with agriculture and local service provider sectors, and stimulating the development of basic infrastructure such as roads and port and airport facilities. To this end, it is essential that tourism revenues be used to finance infrastructure development, to support local businesses, particularly SMEs, and to develop the skills and institutions needed to strengthen the local economy.

Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation

Tourism development is based on good public and private infrastructure and an innovative environment. The sector must be committed to a constructive model based on the principles of sustainable development, in which different groups and market players contribute strongly to the settlement and application of a culture of protection of the environment and cultural identity applied to the building sector, based on the commitment to sustainability.

Goal 10: Reduce inequality within and among countries

Today, tourism provides stability at a time of special global economic volatility. Tourism can therefore become an instrument for the development of the community and the reduction of inequalities if it engages the local populations in its development. Tourism has the potential to contribute to urban renewal and rural development and reduce regional imbalances, giving communities the opportunity to thrive in their place of origin.

Goal 11: Make cities inclusive, safe, resilient and sustainable

A city that is not good for tourists if it is not good for its inhabitants. Safety is one of the main guidelines for the evaluation of man in the choice of a destination during free time for tourism and recreation and must be interpreted as an objective and subjective state that allows us to perceive that we move in a space free from Actual or potential risks. Sustainable tourism has a duty to analyze the problems of safety in the context of tourism and to address these problems in all its concrete manifestations, coming from the same sector, its social environment, the natural environment and the person of the tourist or visitor.

Goal 12: Ensure sustainable consumption and production patterns

A tourism sector that adopts sustainable consumption and production practices can play an important role in accelerating the global shift towards sustainability. To this end, initiatives for the efficient use of resources must be developed, leading to better results, not only economic but also social and environmental.

Goal 13: Take urgent action to combat climate change and its impacts

Tourism can play a leading role in the fight against climate change by fully mobilizing the resources and innovation capacity of this world economic sector of vital importance, guiding them towards this goal. Climate change will affect tourist destinations, their competitiveness and their sustainability in many aspects. It can directly alter environmental resources that are outstanding tourist attractions, or indirectly through loss of biodiversity, scarcity of resources such as water or by levies derived from mitigation policies.

Goal 14: Conserve and sustainably use the oceans, seas and marine resources

Coastal and maritime tourism, large segments of tourism, particularly for small island developing States, depend on healthy marine ecosystems. Tourism development should be a part of integrated coastal zone management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle for promoting a blue economy. Much of the tourism is in or near the oceans. Fishing, sailing, diving, snorkeling and cruising are examples of tourist operations that depend on the health of the oceans, coastal habitats and marine environments. The Blue Community program has been actively involved in tourism programs to protect oceans and marine environments and coastal habitats.

Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

Tourism may be the sector that is most interested in preserving the air, water, forests and biodiversity of the area, since they generate the assets (landscapes, wetlands, forests and other natural spaces) that are often the main cause why tourists visiting a destination. Tourism should play an important role, not only in

the conservation and preservation of biodiversity, but also in respect for terrestrial ecosystems, making efforts towards reducing waste and consumption, conserving flora and Wildlife, and awareness-raising activities.

Goal 16: Promote just, peaceful and inclusive societies

Sustainable tourism is called upon to contribute effectively to poverty alleviation and the eradication of destination inequalities, through a better redistribution of income and the elimination of exclusionary criteria and activities. It is in this context of fairness and just redistribution that tourism, being the largest and fastest growing industry, can and should equally become the first industry for world peace. To this end, initiatives that contribute to international understanding and cooperation, preservation of heritage and identity, and the search for a peaceful and sustainable world must be promoted and facilitated, making each traveler a potential “Ambassador for Peace”.

Goal 17: Revitalize the global partnership for sustainable development

The active contribution of tourism to sustainable development necessarily presupposes the participation and collaboration of all public and private actors involved in tourism activities. Such concerted action must be based on effective mechanisms of cooperation and partnership in all areas, both at the destination and at the international level. The sustainable governance of destinations, beyond the powers of governments and administrations, is one of the great challenges today.

The ranks of all 154 countries have been calculated for Human Wellbeing, Environmental Wellbeing and Economic Wellbeing.

The SDG Index measures 154 countries, comparing their current progress with a baseline measurement taken in 2016.

Here is the list for developed countries: -

List of Countries	Developing countries	major destination from each country that requires Sustainable development
Australia	Developed	Beaches Perth
Austria	Developed	Hofburg
Belgium	Developed	Brussels
Canada	Developed	Niagara Falls
Chile	Developed	Chiole Island
Czech Republic	Developed	Sumava National Park
Denmark	Developed	Tivoli Gardens
Finland	Developed	Santa Claus Village
France	Developed	Eiffel Tower
Germany	Developed	Lake Constance
Greece	Developed	Parthenon
Iceland	Developed	Gullfoss
Ireland	Developed	King of Kerry
Israel	Developed	Dead Sea
Italy	Developed	Trevi Fountain
Japan	Developed	Tokyo Skytree
Korea, South	Developed	Everland
Luxembourg	Developed	Bock
Netherlands	Developed	Wadden Sea
New Zealand	Developed	Milford Sound
Norway	Developed	North Cape
Singapore	Developed	Sentosa Beaches
Spain	Developed	Alhambra
Sweden	Developed	Skansen
Switzerland	Developed	Lake Constance
Taiwan	Developed	Kenting National Park
United Kingdom	Developed	London Eye
United States	Developed	Central Park

For Developing Countries :-

List of Countries	Developing countries	major destination from each country that requires Sustainable development
Albania	Developing	Lake Ohrid
Algeria	Developing	Timgad
Angola	Developing	Manlanje waterfalls
Argentina	Developing	Bariloche, Skiing
Armenia	Developing	Lake Sevan
Azerbaijan	Developing	Maiden Tower
Bangladesh	Developing	St. Martin's Island
Belarus	Developing	Minsk Zoo
Benin	Developing	Oba
Bhutan	Developing	Manas National Park
Bolivia	Developing	Madidi National Park
Bosnia- Herzegovina	Developing	travnic
Botswana	Developing	Nxia National Park
Brazil	Developing	Rio De Jenerio
Bulgaria	Developing	Seven Rila Lakes
Cambodia	Developing	Battambang
Cameroon	Developing	Kribi
Central African Republic	Developing	Dzanga
China	Developing	Forbidden city
Colombia	Developing	San Andres
Cuba	Developing	Vinale Valley
Cyprus	Developing	Nissi Beach
Dominican Republic	Developing	Bavaro
Egypt	Developing	Karnak
Ethiopia	Developing	Lake Tana
Georgia	Developing	Georgia Aquarium
Guatemala	Developing	Tikal
Guinea	Developing	Mount Nimba
Hungary	Developing	Lake Balaton
India	Developing	River Gangas
Indonesia	Developing	Borobudur

Iran	Developing	Eram Garden
Iraq	Developing	Shahid Monument
Jamaica	Developing	Dunn's River Fall
Jordan	Developing	Petra
Kenya	Developing	Nairobi National Park
Korea, North	Developing	Paektu Mountain
Kuwait	Developing	Kuwait Zoo
Lithuania	Developing	Hill of Crosses
Madagascar	Developing	Isalo National Park
Malaysia	Developing	Batu Caves
Mauritius	Developing	Black River National Park
Mexico	Developing	Tulum
Myanmar	Developing	Inle Lake
Namibia	Developing	Etosha National Park
Nepal	Developing	Chitwan National Park
Nigeria	Developing	Lake Chad
Oman	Developing	Jebel Shams
Pakistan	Developing	Lake Saiful
Panama	Developing	Ancon Hill
Peru	Developing	Moray
Philippines	Developing	Boracay Beaches
Poland	Developing	Wawel Castle
Portugal	Developing	Douro
Qatar	Developing	The Pearl Qatar
Romania	Developing	Bran Castle
Russia	Developing	Lake Baikal
Rwanda	Developing	Lake Kivu
Saudi Arabia	Developing	Great Mosque of Mecca
South Africa	Developing	Kruger National Park
Sri Lanka	Developing	Sigiriya
Sudan	Developing	Lake Nasser
Syria	Developing	Mount Herman
Thailand	Developing	Phi Phi Island
Uganda	Developing	Queen Elizabeth National Park
Ukraine	Developing	Bukovel
United Arab Emirates	Developing	Burj Khalifa
Uruguay	Developing	Palacio Selvo
Venezuela	Developing	Mochima National Park

Vietnam	Developing	Ha Long Bay
Yemen	Developing	Dar Al Hajer
Zambia	Developing	Victoria Falls
Zimbabwe	Developing	Hwange National Park

Here are the top performers for sustainable development this year:

Table 1. The SDG Index

Rank	Country	Score
1	Sweden	84.5
2	Denmark	83.9
3	Norway	82.3
4	Finland	81.0
5	Switzerland	80.9
6	Germany	80.5
7	Austria	79.1
8	Netherlands	78.9
9	Iceland	78.4
10	United Kingdom	78.1
11	France	77.9
12	Belgium	77.4
13	Canada	76.8
14	Ireland	76.7
15	Czech Republic	76.7
16	Luxembourg	76.7
17	Slovenia	76.6
18	Japan	75.0
19	Singapore	74.6
20	Australia	74.5

Across all 17 goals, Sweden tops the list of countries surveyed. It is, on average, 84.5% of the way to achieving the targets envisaged for 2030.

Following closely were Scandinavian neighbours, Denmark and Norway, with Finland in fourth place. Western European countries, plus Iceland (ninth), took the remainder of the top 10 slots and four of the top 20.

Also in the top 20 were Canada (13th), the Czech Republic (15th) and Slovenia (17th). Asia-Pacific's top performers Japan, Singapore and Australia rounded off the list at 18th, 19th and 20th, respectively.

The report stresses that many high-income countries perform well in areas such as economic development but still fall short of achieving a good all-round SDG(Sustainable development Goals) performance. This is because they face significant challenges in specific areas such as climate-change mitigation, income inequality, gender equality and education.

The top three, for example – Sweden, Denmark and Norway – will need to focus particularly on evolving their energy systems from high-carbon to low-carbon sources to fulfill the environmental sustainability goals.

5.4 Sustainable Tourism in India

Tourism in India: Location Advantages and other Favourable Features.

As already noted, tourism is fast emerging as a sector having immense potential for ensuring rapid economic development of nations, particularly for developing nations like India. India has certain unique features that make it especially suited for taking maximum advantage out of tourism promotion. It is well-known that India is the seventh largest, second most populous, tenth industrialized and the sixth nation to have gone into outerspace in the world. However, India's uniqueness in respect of attracting the world as one of the most sought after tourism destinations, lies primarily in its very rich cultural heritage, presence of so many number of historical places including world wonders like the Taj Mahal, very vast coastal areas and hillocks that are exceedingly serene. Because of these reasons, from time immemorial India has been a land of bounty and prosperity, a nation with vibrant colours with people who are joyous and tolerant. Further, geographically also there are certain peculiarities that are favourable to India which make this country stand out distinctly from the rest of the world. India and its five neighbouring countries (viz. Pakistan, Bangladesh, Bhutan, Nepal, and Sri Lanka) together form a self-contained mass of land, fit to be called as a major sub-continent within the continent of Asia. In fact, physical unity to this sub-continent is provided by the numerous ranges and mountains in the North and mighty water bodies in the south. The mountain ranges comprising of Kirthar, Sulaiman,

Hindukush, Karakoram and Himalayas cut-off the sub-continent from the remaining parts of Asia. Moreover, the peninsular region of this sub-continent is surrounded by water bodies like the Arabian sea in the west, Indian ocean in the south and the Bay of Bengal in the east. Here, it is worthwhile to point out that the third largest ocean in the world came to be known as Indian ocean because the sub-continent of India is located at the head of this ocean.

India's extensive mass of land covers an area of 32,80,483 sq. km and is the seventh largest country in the world after Russia, China, Canada, USA, Brazil and Australia. India is favourably situated in the world's highways of trade and commerce.

The oceanic routes serving South East Asia and Australia pass through the Indian Ocean. India is connected with Europe, North America and South America through Suez Canal and the Cape of Good Hope. In short, India has got a geographical location, natural resources as well as historical and cultural background which are quite conducive for development of tourism.

5.5 Sustainable Tourism in Mumbai

Strength available in Maharashtra

Maharashtra has immense potential with natural beaches, heritage and culture. Mumbai is comparatively higher in strength of Maharashtra States. It is commercial as well as entertainment capital of India. Recently, the achievement by A. R. Rehman from Slumdog millionaire movie, It has received a prime interest to population of Indian origin in the source of market of USA and UK.

Mumbai has an international airport brings about 26 per cent of most of the international tourists. Also, it has advantage of getting most of the tourist to the state before any other states in India.

Further, in Agricultural tourism wine tourism now in boom. Because of The international level research institute and providing a better knowledge about the agricultural products which includes export quality product to other countries and how to sustain the farmers land to grow well crops in future. While considering health Medical tourism also in budding stage in metro cities.

MUMBAI

Mumbai, The Maximum City. With over 12 million inhabitants this peninsular is home to some of the most densely populated land in India.

Before colonisation it was a collection of seven islands home to the indigenous Koli fishermen, their shanties still occupy some of the shoreline today. The complex history includes many Hindu dynasties, then the Muslim rulers of the 14th century and the Portuguese who first arrived in 1508. The Dutch and British then followed suit in the early 17th century. However, it was the British who having declared it the first crown colony in India soon handed it to The East India Company who had the vision to create a civic government. Land was purchased, the islands were fortified and swamps drained. Now settlers from all over India came by the promise of an inclusive society open to all, creating one of the most dynamic and fascinating cultural cities in the world.

Framed by the Arabian Ocean on three sides it has often been commented to be the New York of the East. The financial and commercial power house of India, home of the most prolific film industry in the world, an electric nightlife, slum dogs, millionaires and many a dream. This is where you will feel the pulse of India and experience the many extremities of Indian life.

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South Mumbai is still considered one of the more elegant addresses with its stately mansions, Gothic, Victorian, Art Deco and Indo-Saracenic architecture standing tall amongst the dense, tropical greenery. Take in the highlights with the dramatic sweep of Marine Drive, The Gateway of India and Chhatrapati Shivaji Maharaj Vastu Sangrahalaya. Experience Mumbai life with an early evening stroll along Chowpatty Beach, with its bright balloon sellers, young couples courting, children playing cricket and street vendors selling sugared iced cream (kolfi) and savoury snacks (bhelpuri).

Venture to the suburbs of Bandra, Juhu and Santa Cruz for the very latest in the hipster hangouts, world class cuisine, cutting edge designers, artisans and an electric nightlife.

5.6 Sustainable Tourism as an Umbrella – Ecotourism, UNESCO Sites.

What is Eco-tourism?

Eco-tourism is tourism that allows us to appreciate nature in its barest form while valuing the importance of conservation, with the least amount of impact on our surroundings. This term now has many additions to make it all the more diverse, where eco-tourism is the main umbrella with inlets of other forms of travels that allows visitors to enjoy the local culture, nature and wildlife while being eco-friendly. With the increasing need to protect the cultures and traditions of local indigenous communities.

Ecotourism is also about Responsible Travel. The latter is about an attitude and a set of behavior that brings about a win-win situation for the tourist, the destination, the community and the environment. It is the inherent sense of responsibility we feel while visiting a site by posing the least amount of impact on a site and be as eco-friendly and respectful towards the locals as we can.

What is Cultural Eco-tourism

Cultural Eco-tourism is the preservation of cultural norms and traditions of a community living in the vicinity of a fragile eco-system where respecting and valuing the ways of living of these communities, is an extension of a tourist's overall experience. The Artists, performers, cuisine and everyday religious rituals, all bundle up to form a unique package that deserves to be preserved and Cultural Eco-tourism is the latest thread in the world of tourism that allows us to experience this heady mix of culture and nature.

Cultural eco-tourism looks at how the local culture of a site can be the main focus and draw in visitors who can enjoy a taste of local norms, traditions and cuisine set against the backdrop of an ecologically diverse area.

Below is a checklist to discern whether you really are a cultural eco-tourism traveler or not:

Appreciate culture and heritage?

When you travel you also seek to deepen your understanding of the culture of the people as seen and felt in the tangible and intangible aspects of their heritage. You find meaning in the way human culture and nature are interwoven and connected. You appreciate local food (no matter how strange, weird and different they may appear to be), dances, songs, rituals, practices and beliefs. You are constantly in awe of how people's lives are deeply connected to nature.

Follow rules and regulations and understand the reasons for them?

You understand that tourists can be destructive and can leave negative impacts in the places they visit. You appreciate and understand that rules are important in making sure that people behave responsibly in order to minimize these impacts.

Willingly pay a premium for life changing experiences?

You understand that community members who are engaged in tourism are just like you, making a living in order to provide for their families. You appreciate that they are working hard to provide you with best service that they can given their limitations in resources, training and knowledge. You know that every cent that you spend while on the site will provide an economic incentive for the local residents to conserve the natural environment. You fully understand the concept of inclusive growth such that you are even willing to pay more for a life-changing experience.

Behave responsibly especially in protected areas?

You do not collect wildlife for souvenirs, leave graffiti behind, do not create bonfires if it is not allowed, hire guides if it is required, practice "Garbage in-garbage out" and makes sure that you do not leave your trash behind. You also understand that it is better not to use disposable containers for packed lunches and food when you travel because this practice adds to the garbage problem.

Value the places you visit?

You feel proud to have visited the site and wish others to experience it too but with a sense of responsibility and care. You know that the place is valuable not only as

an attraction that is pleasing to the senses, but it is also valuable ecologically and economically, especially for the community that is engaged in ecotourism enterprises. You now have a sense of stewardship and appreciates the reason why community-based tourism is being implemented on site. You feel that you are now a partner towards the cause and you are willing to promote the same principles to other people.

Sustainable Tourism:

All forms of tourism development, management and activity, which maintain the environmental, social and economic integrity and well being of natural, built and cultural resources in perpetuity.

Who are the Traditional Resource Users (TRUs)?

The forest dwellers comprise of communities that have been living off the resources of the forest for centuries now. But due to its ecologically significant value and being designated a **UNESCO World Heritage Site**, the Sundarbans Mangrove Forest can no longer provide for these people. The Mandas are a Hindu community whose populations are now dwindling; Moualis are the honey collectors who brave the Bengal Tiger and other threats to extract honey, smoking the bees out with Tiger Ferns (*Acrostichum* sp) and Hental (*Phoenix paludosa*) leaves. The Moualis are given permits and extract honey in a sustainable manner. The jele or the fisherfolk follow the moods of the tidal surge and try their luck at catching fish using nets, while the Tarjalifishermen use otters to help them catch fish, which itself is a extraordinary fishing technique! The Bawalis are the wood cutters who are yet another community that have shifted to alternative sources of income or moved away, along with the Jongra Khota of the shell collectors of the Sundarbans Mangrove Forest. These communities are either still living along the forest boundaries or have mingled with the other communities and constitute a diverse group of people, who guard the secrets of the elusive Sundarbans.

5.7 Impact of Travel on Sustainable Tourism

The concept of sustainable tourism has become increasingly common in the travel industry over the past few years. It seems you can't flip through an article of Travel + Leisure without finding a spread on a sustainable tour company or a new eco-hotel. And that should be a good thing right?

It's no doubt that our planet is in pretty dire straights. Climate change, endangered and exploited animals and inequality across the world, just to name a few: now more than ever we need to prioritize sustainable tourism!

But just because the phrase has become trendier in the travel industry doesn't mean we're making real progress on the issue. Are brands and consumers taking these ideas from mere words and putting them into action? And if not, how can we, as collective travel-lovers, actually make a meaningful difference to ensure that future generations can enjoy this beautiful world as much as we do? It's crucial now, more than ever, to ask ourselves these questions and examine our travel habits and their impact on the world.

That's why we've partnered with the World Travel & Tourism Council (WTTC) on their Tourism for Tomorrow campaign to continue the conversation on how we can ensure a healthy and prosperous planet we can continue to travel.

Why Sustainable Tourism Matters

Although it may not seem like a negative activity, tourism does have a huge impact on the planet. Every year, humans take a total of 32 million flights, producing 781

million tons of carbon! Then, when we actually get to our destinations, travelers use double the amount of water we do at home.

In the vacation mindset we tend to indulge by overusing resources. Whether it's that extra long bath in your hotel room or going back for seconds (or thirds) at the buffet. We love the feeling of treating ourselves when we travel. Unfortunately that often means we're using much more natural resources than we normally would.

Since most people only travel once or twice a year, it seems okay to pamper ourselves. The only problem is that we're not just one person. Collectively across the globe, 1.2 billion people traveled in 2015. That's 1.2 billion people leaving a carbon footprint with planes, cruises and other types of travel.

Travel Impact on Local Communities and Animals

And it's not just the environment we need to worry about. Travel has massive impacts on fragile communities all over the world. Local populations can really feel the impact of "un-responsible tourism." Native communities can be exploited and made to feel like a human zoo with tourists flashing cameras in their faces.

Then there are animal populations. You've probably heard by now how abusive elephant riding attractions are, but many types of animals suffer a similar fate in exploitative tourist attractions. With all these negative impacts that travel has on the environment, local communities and animal populations, it can be pretty discouraging. It's almost enough to make us shut the curtains and just stay home.

But travel has a lot of positive impacts as well. It allows us to connect with people of all walks of life, to understand and respect each other as human beings. It gives us a greater sense of what's happening in the world and connects us so we can work together to solve global issues. That's why it's so important that ensure that we can continue to travel in the future.

5.8 Impact of Accommodation on Sustainable Tourism

Sustainable Tourism not only benefits the environment and the local communities: it has also economic advantages. Let's go to discover why choose eco-friendly accommodations is so important today.

How is the demand for eco-friendly accommodation increasing?

Those who travel is more aware of environmental problems and seek to play his part choosing **an eco-friendly accommodation**.

According to a survey from many years ago by Travelzoo, more than **90% of interviewed american travellers** prefer an eco-friendly hotel, for the same price and services that once no eco-friendly (Travelzoo 2010).

Other survey by World Tourism Organization (UNWTO) tells us that a percentage **between 10 and 15% of travellers are looking for the unusual and unique**. The growth of this type of tourist is much higher than traditional customer segments. These new tourists are described as people "well educated, matures, wealthy, with travel experience, environment-aware and sensitive to social issues and traditional culture, system and costumes of travel destinations" (UNWTO, Responsible Travel).

What are the benefits?

- **Drive growth**– Business growth is tied to the achievement of the SDGs at a macro level. Businesses need a resilient, reliable, educated and healthy workforce from all departments to support their workforce⁷. In the

hospitality industry, its workforce plays a vital role to contribute to the overall guest experience, therefore, it is important for businesses to take action at a local level to drive their growth in the long term.

- **Address risk**– Creating a stable market means there is less risk involved in the investment. Each SDG represents a risk area that holds challenge to the business and society⁸. In the asset-heavy world of the hospitality industry with long-term management contracts, building a stable environment is therefore both a win for the hotel investors and management company to operate in a low-risk environment and a win for the local community to benefit from this stable lifestyle.
- **Attract investment**- For the implementation of SDGs, both government and private sectors have flowed cash to projects through climate-focused multilateral public funds⁹. In the financial sector, innovative financial models have been introduced¹⁰. *BNP Paribas*, for example, arranges their bond as part of its own SDG initiative where the return on investment of the bonds is directly linked to the stock performance of companies included in the *Solactive Sustainable Development Goals World Index* of recognized leaders in their industries on socially and environmentally sustainable issues¹¹.
- **Refocus on company value**– The hospitality industry is a people-focused business. From guests to employees to stakeholders and locals, the hospitality industry's value is rooted in creating value for others and improving the world we live in. Since the SDGs require global effort from different sectors, contributing to the SDGs is a good leap towards re-assessing values for all stakeholders. The SDGs can help hotels define their aspirational purpose, inspire stakeholders at all levels and increase shareholder value in the long run.
- **Heighten brand appeal**– The demand for sustainable properties will continue to rise as consumers become more aware of sustainable issues. 70% of global travelers say they would be more likely to book an accommodation knowing it was eco-friendly, and over half of the global travelers reporting they are more determined to make sustainable travel choices in the coming year compared to last year¹². By advertising a brand or a hotel property's sustainable practices and activities, these brands/properties can gain an upper hand on attracting more customers.
- **Appeal to a wider audience**– Hotels constantly introduce new brands to relate to different age groups and accommodate different lifestyles. Despite the rise in demand for sustainable accommodations, travelers still face barriers when making sustainable travel choices - 37% of respondents do not

know how to make their travel more sustainable¹³. Focusing on sustainable factors can be a blue-ocean strategy.

- **Your effort pays off**– At the early stage, capital is needed to jump-start in sustainable transformation, but the return is gradual and will eventually build long-term return¹³. Therefore, companies should take a real and especially complex effort to achieve relative SDGs.

A big part of sustainable tourism is making sure tourists bring no environmental harm on the area they visit and also support the local community in the process. And that includes staying at a hotel that respects both those things. That's where you come in, and there are five ways you can figure out how to make the grade.

1. Energy use

When it comes to sustainable tourism, energy is perhaps the No. 1 focus. And it's easy to see why. [Energy makes up 60%](#) of a typical hotel's carbon footprint.

But what benchmarks are you aiming for when it comes to energy use? It varies depending on the hotel, but that's where nonprofit groups and trade organizations come in. One reputable organization, The International Ecotourism Society (TIES), provides a resource called "[International Ecolodge Guidelines](#)" to members. The organization also provides [free guide books](#), even to non-members.

There's a [few practical steps](#) you can take to make your hotel a lot greener, and save you a lot of green in the process.

- Install solar panels to generate your own clean electricity (if you're looking for a provider, try this [directory from the Solar Energy Industries Association](#))
- Use [timer switches](#) and [thermostatic radiator](#) valves to control your heating system's output
- Get low-energy lighting like [T5 tubes](#) or [LED lamps](#)
- Purchase [energy-efficient A-rated units](#) when replacing appliances

2. Water use

In a close second to energy when it comes to conservation is water. The United Nations says that a staggering 783 million people don't have access to clean water, and 2.5 billion don't have adequate sanitation. We may take it for granted, but water is still precious to a significant portion of the world's population.

As with energy use, sustainable water use will vary depending on the hotel, so contact a hotel organization like TIES for specialized guidance on benchmarks that fit your hotel.

How can you help? You're [probably wasting water somewhere](#), and once again, figuring out this problem could save you some money on top of making your hotel more sustainable.

- [Conduct a water audit](#) to figure out where you're consuming the most water
- Leave guests a note stating that you will only clean their rooms on request in order to avoid water waste, and politely ask them to reuse towels so that it's a team effort
- Ask your local government for funding or loans to invest in new water-saving technology, or [contact the Small Business Administration](#)

3. Sustainable food

If you're like many hotels, you've got [a restaurant](#). And that's a great place to impress sustainable tourists that could give you a huge edge over nearby competitors.

The [Sustainable Restaurant Association](#) says there's three focus areas when it comes to sustainable food: sourcing, society, and environment.

Sourcing means that you only serve food that is local and seasonal, and animals that were raised ethically. Fish must be farmed sustainably, as

overfishing is a worldwide problem, and fair trade — which refers to paying higher wages to producers in developing countries — is another key component.

Society is the second focus area, and it involves adhering the following four principles: treating people fairly, healthy eating, community engagement, and responsible marketing.

The final focus area is the environment. That involves becoming cognizant of how much food you waste, how much energy and water you use, how healthy your supply chain is, and what workplace resources you offer.

In [addition to the SRA](#), multiple organizations will [certify your food as sustainable](#), a stamp of approval you can put on your menu to impress sustainable tourists.

4. Recycling and composting

You've got a lot of things on your plate, so it's easy to just throw stuff away rather than go through the extra hassle of making sure you're responsible in how you deal with waste.

But if you want to become a magnet for sustainable tourism, recycling and composting are a must. How much is right for your hotel? As usual, it depends on the property, but it will [require an extensive evaluation](#) of how much you're wasting now and how much you could be recycling and composting.

And it's not actually that hard — it just requires some commitment from management. Check out [this case study of hotels in San Diego](#) for ideas on how to get started. Here's a few actions you can take right now to get a little greener in this area:

- Cut down on food waste by monitoring what your customers tend to order at your hotel's restaurant, a [restaurant management system](#) is the most automated way to do this
- With the food you do have to throw away, create a composting bin and use it to start your own garden

- Place recycling bins throughout your hotel and train your staff to use them properly, and leave notes in your guest rooms to guide them on what should be thrown away and what should be recycled.

5. Charitable support for conservation

Sustainable tourists are on vacation, but in addition to not harming the local environment and community, they are more than willing to open their pocketbooks to help out as well. A [survey by Tourism Cares](#) in 2015 found that 55% of respondents volunteered or contributed financially to a destination they had visited, and 72% said travel giving is important.

How can you tap into that? This might be the most simple action you can take.

- Donate to local conservation groups, and invite your guests to do the same
- Offer pamphlets and other information about local conservation efforts to tourists who are interested in getting involved, demonstrating how much you care about your local community
- Invite local conservation leaders to speak free of charge at your hotel, and invite your guests to use it as an opportunity to learn more about conservation.

5.9 Responsible Tourism – Guidelines, “Making Tourism More Sustainable – A Guide for Policy Makers” – Role of United Nations Environment Programme (UNEP).

Madrid, The World Tourism Organization (WTO), in its new capacity as Specialized Agency of the United Nations, and the United Nations Environment Programme (UNEP) wish to encourage all countries to ensure that their policies and actions for the development and management of tourism fully embrace the principles of sustainability. This is why the two organizations have combined their efforts to condense all aspects of the sustainability of tourism into a single first joint publication: *Making Tourism More Sustainable: a Guide for Policy Makers*. It

was launched simultaneously by the two organizations in Madrid and Paris the 6th of September.

The purpose of the new WTO-UNEP publication is to provide tourism decision makers with guidance and a framework for the development of policies for more sustainable tourism, a toolbox of instruments that they can use to implement these policies, and some selected case studies.

UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

UNEP : United Nations Environment Programme

The United Nations Environment Programme (UNEP) is the leading environmental authority in the United Nations system. UNEP uses its expertise to strengthen environmental standards and practices while helping implement environmental obligations at the country, regional and global levels. UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

SIX AREAS OF CONCENTRATION

UNEP re-organised its work programme into six strategic areas as part of its move to results based management. The selection of six areas of concentration was guided by scientific evidence, the UNEP mandate and priorities emerging from global and regional forums.

1. **CLIMATE CHANGE** -UNEP strengthens the ability of countries to integrate climate change responses by providing leadership in adaptation, mitigation, technology and finance. UNEP is focusing on facilitating the transition to low-carbon societies, improving the understanding of climate science, facilitating the development of renewable energy and raising public awareness.

2. **POST-CONFLICT AND DISASTER MANAGEMENT**- UNEP conducts environmental assessments in crisis-affected countries and provides guidance for implementing legislative and institutional frameworks for improved environmental

management. Activities undertaken by UNEP's Post-Conflict & Disaster Management Branch (PCDMB) include post-conflict environmental assessment in Afghanistan, Côte d'Ivoire, Lebanon, Nigeria and Sudan.

3. ECOSYSTEM MANAGEMENT- Facilitates management and restoration of ecosystems in a manner consistent with sustainable development, and promotes use of ecosystem services. Examples include the Global Programme of Action (GPA) for the Protection of the Marine Environment from Land-Based Activities.

4. ENVIRONMENTAL GOVERNANCE- UNEP supports governments in establishing, implementing and strengthening the necessary processes, institutions, laws, policies and programs to achieve sustainable development at the country, regional and global levels, and mainstreaming environment in development planning.

5. HARMFUL SUBSTANCES- UNEP strives to minimise the impact of harmful substances and hazardous waste on the environment and human beings. UNEP has launched negotiations for a global agreement on mercury, and implements projects on mercury and the Strategic Approach to International Chemicals Management (SAICM) to reduce risks to human health and the environment.

6. RESOURCE EFFICIENCY/SUSTAINABLE CONSUMPTION AND PRODUCTION -UNEP focuses on regional and global efforts to ensure natural resources are produced, processed and consumed in a more environmentally friendly way. For example, the Marrakesh Process is a global strategy to support the elaboration of a 10-Year Framework of Programs on sustainable consumption and production.

UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

Background

The concept of sustainable development has become widely accepted as the way to a better, more humane and socially responsible future. In parallel, the tourism sector is becoming increasingly important in the global economy.

In this context, according to how it will be planned, developed and managed, the massive growth predicted for tourism in the forthcoming years could provide excellent opportunities for spreading prosperity but could also represent considerable challenges and potential threats to the environment and local communities. For instance, climate change is recognized as a major global issue, with significant implications for tourism. Similarly, sustainable forms of tourism can be strategically important for preserving delicate ecosystems and biodiversity, providing a sustainable form of economic use as opposed to more aggressive industrial activities. There is also an increasing appreciation of the potential role of tourism in addressing world poverty, through bringing a source of income to the heart of some of the poorest communities.

Aim of the new Guide

This new Guide is a basic reference book and provides a blueprint for governments to formulate and implement sustainable tourism policies. It builds on UNEP and WTO's previous work on different aspects of sustainability. In addition to earlier work by WTO and UNEP, an extensive research survey was undertaken among WTO Member States, in 2003 and 2004, to identify specific policies and tools applied in their territories that had effectively contributed to making their tourism sector more sustainable. The conclusions drawn and the policies and tools recommended in this Guide are therefore based on real cases, collected from around the world, that have proven to be effective and successful in achieving the aims of sustainable development.

The Guide is aimed primarily at governments, at national or local level, while being also relevant to other public and private organizations to the extent that they are affected by, and can affect, tourism policies and their implementation. Indeed, all tourism stakeholders can benefit from the sector being made more sustainable:

- Tourism enterprises, which, while seeking long term profitability, should be concerned about their corporate image, the relationship with their staff, and their impact on the global environment and that immediately around them.
- Local, host communities, which are seeking increased prosperity and new employment opportunities, but without exploitation or damage to their quality of life, including their culture, beliefs and traditions.
- Environmentalists, who are concerned about the harmful impacts of tourism upon the natural environment, but also recognise that it is a valuable source of income for conservation and a unique, effective tool for further developing environmental awareness among the general public.
- Tourists, who are seeking a high quality experience in safe and attractive environments, in which they can appreciate different cultures or simply enjoy different climates. Tourists are also becoming more aware of the impacts of their travelling, while not willing to renounce to it, but rather becoming more selective about their choice of tourism destinations and operators.

In seeking more sustainable tourism, governments must recognise the different positions and motivations of these stakeholders and work with them to achieve common goals. Sustainability is the responsibility of all those involved in tourism, but governments must play a leading role. They should provide an environment that enables and encourages the private sector, tourists and other stakeholders to respond to sustainability issues. This can best be achieved by establishing and implementing a set of policies for tourism development and management, drawn up in concert with others, policies that place sustainability at its centre.

Structure of the publication

First, the Guide introduces some key principles and an agenda for more sustainable tourism, framed around a set of 12 Aims. These 12 Aims for more sustainable

tourism are then discussed in turn and policy areas relevant to each of them are identified.

In a next step, it presents the right structures through which governments can work with others towards more sustainable tourism, and the strategies that are required to develop and drive policies and actions. Particular attention is paid to the relationship between national and local structures and strategies for sustainable tourism.

Then it looks at the process of developing a tourism strategy that embraces sustainability and identifies some of the strategic choices that need to be made. It looks at product and market selection, and introduces the tools that may be used to influence tourism development, the operation of tourism enterprises and the behaviour of visitors.

Finally, a detailed description is given of a set of instruments, and of how they can be applied by governments. They include the use of sustainability indicators, planning, infrastructure provision, legislation and regulations, and a set of voluntary and facilitating instruments.

In addition to these guidelines, the publication presents selected case studies from the following countries: Australia, Bulgaria, Costa Rica, Egypt, Ghana, Mexico, New Zealand, South Africa, Spain and United Kingdom.

The two organizations are confident that, in applying and adapting guidelines on sustainability in tourism, such as the ones included in the publication “Making Tourism more Sustainable: a Guide for Policy Makers”, the growing tourism sector can contribute to the construction of a more sustainable future.