

INNOVATIVE, SUSTAINABLE TOURISM: NOVEL APPROACH

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Abstract: A rapid and massive movement of tourists within a shorter span of tourist season puts a heavy pressure on tourist resources. The usage of tourist attractions is likely to be damaged beyond repair and their life span may even get shortened. In the absence of innovations or added sources of recreation, the regional tourism soon reaches its saturation point. If such a plateau stage of tourism gets prolonged, it starts cutting short the prolong stay of tourists. Some of them may not like to repeat their visits or may go elsewhere. Innovations must be talked about to pass over this stage. Encouragement of interstate package tours inclusive of the provision of budget accommodation at the wayside prime halting spots becomes obligatory. Only a National Policy can tackle the national level natural disaster which adversely affects tourism over very extensive areas. A regional policy has to take up a number of measures to avoid overcrowding at tourist places and saving them from deterioration even by co-opting private enterprise in the form of investments in socio-religious voluntary services.

Key Words: Sustainable, Innovative Tourism, Humane Tourism, Coastal tourism, Responsible tourism.

INTRODUCTION:

In the absence of innovations or added sources of recreation, the regional tourism soon reaches its saturation point. If such a plateau stage of tourism gets prolonged, it starts cutting short the prolong stay of tourists. Some of them may not like to repeat their visits or may go elsewhere. Innovations are being talked about to pass over this stage.

A rapid and massive movement of tourists within a shorter span of tourist season puts a heavy pressure on tourist resources. The usage of tourist attractions is likely to be damaged beyond repair and their life span may even get shortened. The growth of tourist culture demands to practice tourism on sustainable basis. A sustainable tourism allows exploiting tourist resources for a long time and never brings a full stop to the creation of job opportunities. To keep alive the tourist friendly activities in all tourist areas is the life and blood of sustainable tourism. Environment friendly tourist activity forms a core segment of sustainable tourism.¹

It requires preserving the ecology and local cultures of an area. A good quality of air and water, well maintained biodiversity and organized human efforts are the major components. Keeping up harmonious relationship among them is the growing need because a chain of interactions lock them together.

A three point strategy has been framed to living home the full potential of travel tourism. The first step is to create 'Awareness' for tourism within the community. The second is the step to tone up the 'Infrastructure' by providing adequate and easy transport, all type of formal and informal accommodation as well as other amenities. Third is the step to awaken people for effective 'marketing' of regional attractions of the landscape, area's heritage and varied services to the tourists.²

FORMS OF INNOVATIVE TOURISM:

RURAL TOURISM-Idea of rural tourism has come from Himachal Pradesh. It proposes to set up ideal tourist villages, providing all the urban amenities, located close to already existing villages. A tourist village will seem to be merging in the rural setting. It is looked upon to use the best of region's rural scapes to usher in ethnic tourism. It will help the tourists to get absorbed into the lifestyle of a hill village but in an entirely fresh surrounding.

WEEKEND TOURISM- Days for enjoying long vacations are no longer available to many busy tourists. In these days of internet facilities, a tourist resort has to fix up with them for this catering and vacationing for short breaks at the weekends. Weekend tourism is an example to integrate tourism to a fast urban lifestyle. Matheran in

Mumbai has successfully re-shaped to tourism industry by erecting 100 resorts today while their number was 5 in 1980. It also retains its reputation as the only place not allowing any non pedestrian traffic in it.

FARM HOUSE TOURISM-Prosperous agricultural states like Punjab and Haryana can give a new lease of life to tourism by inducting 'farm house' or 'canal tourism'. In these lands of emerging farm houses, these can act as core points for short duration tourist meets. Taking tourists around the gardens of Delhi in a day long trip is a mobile form of farm house tourist activities. Canal side rest houses are other picnic spots for weekend or wayside holidays coming from easily accessible nearby cities. City dwellers look upon such sports as a good escape from the humdrum of urban life and consider the outing as a day well spent.

HEALTH TOURISM-Health tourism is being popularized in Kerala and in hill resort of Lonavala close to Mumbai. It offers facilities for invigorating yoga exercise, massages and naturopathy herbal applications. These are propagated during refresher courses for a month or more, than it, depending upon their classification into grades. It is practiced in restful environment, supplying healthful diets and a daylong calendar of activities. An extensive course of treatment is its motto instead of administration of a medicine.

HATT TOURISM-The recent growth of "Hatt tourism" has an interesting history. In olden days, the mobile weekly bazaar was a common sight in our major villages and towns. A central site in rural countryside or in a town was earmarked as the venue fixed for all the time. Local produce of all sorts including commonplace articles of daily use were brought there from feeder villages around. The organization of colorful activities within the reach of local community gives it the resemblance of a village fair. "Delhi Hatt" has become popular by associating the idea of weekly bazaar with tourism on permanent basis. It has been given a new meaning by encompassing different states of India in place of surrounding villages of the past time. It is a marketing showpiece of mini India. Hatt tourism has turned into a close door neighbor of multifarious types of trade fairs organized in Delhi and in major cities periodically on a large scale.

FESTIVAL TOURISM-India is a land of countless types of festivals and fairs. The seasonal festivals associated with the harvesting and sowing of crops under different names all over the country reflect a sort of regional attraction of tourism. But many new 'Avatar' of festivals carrying a far greater appeal for tourists have come up during recent years. Desert festival of Jaisalmer concentrating on camel rides and folk dance of the area, cattle fair festival of Pushkar, Kulu and Mysore Dusshera of a different type and that of kite flying of Gujarat in Ahmadabad are their examples, most popular among foreign tourists.

MUSEUM TOURISM-The idea of putting up art galleries and a variety of local level museums are catching the fancy of people. By portraying the associated history or the great deeds of prominent regional personalities, the local patrons will in fact, be promoting the cause of 'ethnic tourism'. Ethnic tourism focuses on preservation of local traditions, customer's cultures, and history and life stories of local heroes.

MEDICAL TOURISM-Medical tourism is the latest craze of foreign tourists coming from countries of the western world. As medical treatment of deep seated serious diseases and of dental troubles is costlier in western countries and good facilities are now available in selected cities of India, the health conscious foreign tourists visit hospital centers during their stay.

TIGER OR ELEPHANT TOURISM- The study of wild life, particularly the tiger and the elephant in their habitat, is another big tourist draw. Sadly our tiger population has been decreasing. Yet it is reported that next to the Taj Mahal, tiger is the biggest attraction and tourists keep returning to visit the sanctuaries and do not mind waiting for days to catch the sight of the big cat. Tiger tourism would boost the local economy of large number of areas in which sanctuaries are situated. It could provide a sustained source of employment to local people.

Strict rules may be framed for disallowing a free access to ancient monuments and heritage sites from multi-points of entry on exit. A great number of visitors do boost tourism but crowds at monuments during peak season need to be regulated. In place of anywhere, anytime policy, rules should restrict the entry and exit of visitors from

single point passages. A nominal tax is now being considered for tourists as trash of junk material at tourist spots is generally left over from tourist stays. Tourism at hill stations and along mountains is to be checked from tight commercialization of the sites by opening up a number of eateries. The much needed cooperation between the host community in an area and the visiting guests is the need of the hour.³

PROBLEMS ENCOUNTERED-One common issue with tourism in a place where there was none prior to First World companies arriving is that of the displacement and resettlement of local communities. The Maasai tribes in Tanzania have been a victim of this problem.^{4,5}

The environmental sustainability focuses on the overall viability and health of ecological systems. Natural resource degradation, pollution, and loss of biodiversity are detrimental because they increase vulnerability, undermine system health, and reduce resilience.

Many coastal areas are experiencing particular pressure from growth in lifestyles and growing numbers of tourists. Coastal environments are limited in extent consisting of only a narrow strip along the edge of the ocean. Coastal areas are often the first environments to experience the detrimental impacts of tourism. A detailed study of the impact on coastal areas, with reference to western India can be an example. The inevitable change is on the horizon as holiday destinations put more effort into sustainable tourism. Planning and management controls can reduce the impact on coastal environments and ensure that investment into tourism products supports sustainable coastal tourism.⁶

Mount Everest attracts many tourist climbers wanting to summit the peak of the highest mountain in the world each year. Everest is a UNESCO World Heritage site. Over the years, carelessness and excessive consumption of resources by mountaineers, as well as overgrazing by livestock, have damaged the habitats of snow leopards, lesser pandas, Tibetan bears, and scores of bird species. To counteract past abuses, various reforestation programs have been carried out by local communities and the Nepalese government.⁷ Expeditions have removed supplies and equipment left by climbers on Everest's slopes, including hundreds of oxygen containers. A large quantity of the litter of past climbers—tons of items such as tents, cans, crampons, and human waste—have been hauled down from the mountain and recycled or discarded.

Third World countries are especially interested in international tourism,⁸ and many believe it brings countries a large selection of economic benefits including employment opportunities, small business development, and increased in payments of foreign exchange. Many assume that more money is gained through developing luxury goods and services in spite of the fact that this increases a countries dependency on imported products, foreign investments and expatriate skills.⁹ This classic 'trickle down' financial strategy rarely makes its way down to bring its benefits down to small businesses.¹⁰

IMPROVEMENT WAYS-There has been the promotion of sustainable tourism practices surrounding the management of tourist locations by locals or the community. This form of tourism is based on the premise that the people living next to a resource are the ones best suited to protecting it. This means that the tourism activities and businesses are developed and operated by local community members, and certainly with their consent and support. Sustainable tourism typically involves the conservation of resources that are capitalized upon for tourism purposes. Locals run the businesses and are responsible for promoting the conservation messages to protect their environment.¹¹

Community-based sustainable tourism (CBST) associates the success of the sustainability of the ecotourism location to the management practices of the communities who are directly or indirectly dependent on the location for their livelihoods.

The use of local knowledge also means an easier entry level into a tourism industry for locals whose jobs or livelihoods are affected by the use of their environment as tourism locations. Environmentally sustainable development crucially depends on the presence of local support for a project.¹² It has also been noted that in order for success projects must provide direct benefits for the local community.¹³

Responsible tourism is regarded as a behavior. It is more than a form of tourism as it represents an approach to engaging with tourism, be that as a tourist, a business and locals at a destination or any other tourism stakeholder.

Tourism should become 'better' as a result of the responsible tourism approach. Responsible tourism have following characteristics-

- Minimises negative economic, environmental, and social 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.
- Maintenance of the world's diversity
- Provides more enjoyable experiences for tourists through more meaningful connections with local people.
- Culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

Humane tourism is part of the movement of responsible tourism. The idea is to empower local communities through travel related businesses around the world, first and foremost in developing countries. The idea of humane travel or humane tourism is to connect travellers from Europe, North America, Australia and New Zealand seeking new adventures and authentic experiences directly, to local businesses in the specific locations they wish to visit – thus, giving economic advantages to local businesses and giving travellers authentic and truly unique travel experiences. Humane travel or humane tourism focuses on the people, the local community. The idea is to enable travellers to experience the world through the eyes of its local people while contributing directly to those people, ensuring that tourist dollars benefit the local community directly.

CONCLUSION:

The Internet is changing tourism. More and more travellers are planning their travels and vacations via the net. The Internet enables people to cut off commissions. The traveller can search for new destinations to visit, talk or read about other people experience, and buy the services directly. The Internet platform can encourage local people to start new businesses and that already existing small businesses will begin to promote themselves through the net and receive the economic advantages of this directly in their communities. The world is now in a new tourism age, with globalization and the Internet playing a key role.¹⁴

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