

# Sustainable Development Opportunities & Challenges in Tourism Sector in India

Amita Bhimrao Sarwade

Ph.D Student Department of Management Science  
Dr Babasaheb Ambedkar Marathwada University  
Aurangabad Maharashtra  
E-mail-sarwade.amita@gmail.com

---

**Abstract**—Tourism is one economic sector in India that has the potential to grow at a high rate and ensure the development of infrastructure at the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth. In India, the travel and tourism sector is estimated to create 78 jobs per million rupees of investment, compared to 45 jobs in the manufacturing sector for similar investment. Along with construction, it is one of the largest sectors of the service industry in India. Apart from providing employment to a wide spectrum of job seekers from the unskilled to the specialized, a higher proportion of tourism benefits (jobs, MSME trade opportunities), accrue to women. Moreover, emphasis would increasingly be given to organising more short-term courses for the unskilled workforce, as well as unemployed youth, on the pattern of 'Hunar-se-Rozgar' and 'skill certification of service providers'. Besides, strategies followed during the 11th Plan may have to be suitably recalibrated to take care of the challenges from competing countries and to harness the full potential of Indian tourism. Sustainable Tourism criteria for India (STCI) and indicators for hotels, tour operators have been finalized. Similarly, the criteria and indicators for rural tourism and home-stays are being evolved. Action will be initiated for Tourism industry constituents, not yet covered. The scope of Market Development Assistance scheme would be enlarged to cover participation of representatives of recognised national associations in workshops/seminars on sustainable tourism, organised by reputed organisations in India or overseas. Training of various stake holders under the existing plan schemes of the Ministry. As tourism is a multi-sectoral activity, active convergence in the resources of various sectors involved in promotion of tourism at Central and State level is necessary for achieving the optimum result.

The intention is that countrywide experiential tourism attractions get developed for the socio-economic benefit of local communities, especially in order to strengthen inclusive economic growth. It is equally important to ensure that increased socio-economic well-being does not cause permanent or long-term damage to the country's physical, cultural and environmental heritage. The use of existing resources, both tangible and intangible, has to be undertaken judiciously for the well-being of the present generation, but not at the cost of depriving future generations of any part of our inheritance. In 1988, the United Nations World Tourism organization (UNWTO) defined sustainable tourism as 'leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems'.

Later in 1992, the 'Earth Summit' in Rio established the triple principles of environmental, economic and social sustainability. Since then, the principles of sustainable tourism have been adopted by the tourism industry worldwide.

In India, the tourism sector is based on its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. The challenges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers, together with safeguarding the economic interest and heritage of local communities.

**Keywords:** Tourism Industry, Sustainability, Sustainable Development.

## 1. INTRODUCTION

Tourism in India is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated ₹14.02 lakh crore or 9.6% of the nation's GDP in 2016 and supported 40.343 million jobs, 9.3% of its total employment. The sector is predicted to grow at a rate of 6.8% to ₹28.49 lakh crore by 2027 (10% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment. About 88.90 lakh (8.89 million) foreign tourists arrived in India in 2016 compared to 80.27 lakh (8.027 million) in 2015, recording a growth of 10.7%. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked at 28 by the number of foreign tourist arrivals, while Mumbai is ranked at 30, Chennai at 43, Agra at 45, Jaipur at 52 and Kolkata at 90.

The Travel & Tourism Competitiveness Report 2015 ranks India 52nd out of 141 countries overall. The report ranks the price competitiveness of India's tourism sector 8th out of 141 countries. It mentions that India has quite good air

transport (ranked 35th), particularly given the country's stage of development, and reasonable ground transport infrastructure ranked 50th. The country also scores high on natural and cultural resources ranked 12th. Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.

Sustainability has become an important topic and concept in relation to Tourism planning and development (Yuksel, Bramwell & Yuksel 1999, Inskip 1991; Southgate & Sharpley 2002). "Sustainable Tourism as Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all Tourism activities. As such, it is integral to all aspects of Tourism development and management rather than being an add-on component" (UNWTO). The objective of Sustainable Tourism is to retain the socio-economic advantages of Tourism development while reducing negative impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination. The need of sustainability arises because of negative impacts of Tourism. The UNEP identifies following impacts of Tourism on culture, which requires a Sustainable handling of Tourism development.

## 2. NEGATIVE IMPACTS OF TOURISM:

- Excessive drinking, alcoholism, gambling & increased underage drinking.
- Crime, drugs, prostitution & increased smuggling.
- Barring of locals from natural resources.
- New cliques modify social structure.
- Natural, political, and public relations calamities.
- Adaptation to tourist demand and over exploitation of socio-cultural carrying capacity.
- Economic inequalities & Job level friction.
- Irritation due to tourist behaviour Language and cultural effects.
- Unwanted lifestyle changes and displacement of residents for Tourism development

All Travel & Tourism activities of whatever recreational and motivation holidays, MICE travel, adventure travel, wildlife tourism, cultural tourism, eco-tourism etc. need to be Sustainable. Sustainable Tourism is that which respects both local people and the traveller, cultural heritage and the environment. It seeks to provide people with an exciting and

educational holiday that is also of benefit to the people of the host country. India with its geographical diversity has been endowed with a wealth of eco- systems comprising biosphere reserves, mangroves, coral and coral reefs, deserts, mountains and forests, flora and fauna, sea, lake, river and other water bodies. These eco-systems form the major resources for ecotourism. Unfortunately, during the last decade or so there has been a mushrooming of concrete buildings in the form of hotels, industries and lodging houses in eco-fragile areas, poaching of rare marine and wild life with little concern for the environment or aesthetics. This unplanned development activity has had an adverse effect on both environment and tourism. for example, Manali in Himachal Pradesh, an important tourist resort, and a long time favorite with domestic and international tourists.

## 3. OBJECTIVES OF THE STUDY:-

- 1) To find out the Problems and make improvement in Tourism Industry.
- 2) To identified the action plan and process for Sustainable Tourism development.
- 3) To implement appropriate processes to incorporate and engage Tourism stakeholders in Sustainable Tourism development.

## 4. RESEARCH METHODOLOGY

Data is based on 2001 -2016

Secondary data available in Books, journals, Annual Reports, Newspapers, websites

## 5. LITERATURE REVIEW

Dr S.M. Jha mention in his book service marketing that innovation marketing would help sustainability in bringing the derailed systems on the Tourism with support of a technology-driven information system also with the help of latest development and identify the emerging trends. Sustainable tourism has become an area of huge concern to both academia and industry over the past several years. However, a review of sustainable tourism and ecotourism literature reveals that over the past 15 years, there has been little improvement (or agreement) in regards to the definition of sustainable tourism/tourists or characteristics that may identify environmentally friendly (and sustainable) tourists. Due this lack of agreement and steady research findings, it would be expected that current researchers/academia/industry would be providing a large number of recommendations for future work.

## 6. OPPORTUNITIES IN TOURISM SECTOR IN INDIA:-

- 1) Pro-tourism government
- 2) Opening up of Indian aviation industry

- 3) More airline options
- 4) VoA and e-Visa facilities by some nations
- 5) Growing middle-class segment
- 6) Emergence of online travel portals
- 7) Presence of international tourist offices/representation offices in India
- 8) Youth budget travel

## 7. CHALLENGES IN TOURISM SECTOR IN INDIA:-

- 1) Taxation
- 2) Volatile foreign exchange rates
- 3) Epidemics (Ebola, Swine Flu); political upheaval in some countries and natural calamities

## 8. CONCLUSION

There has been increased thrust on tourism development in India. While tourism has got excellent prospects for promotion of rapid economic development particularly in respect of the developing nations, as is evident from the experiences of many a developing nation, it may be stated that the sustainability aspect of tourism has not often been given adequate consideration in designing tourism policies of government. This in turn results in excessive burden the nature beyond its carrying capacity adversely affecting its ecological balance. Besides, often there are instances where in the interests of tourists alone are protected in a bid to garner maximum tourism earnings, unmindful of the consequences of the same on the local people. All these point to the growing relevance of the need for adoption of ecotourism in its true letter and spirit, rather than simply from the point of view of compliance with regulatory stipulations or norms. This in turn necessitates a concerted action from the part of all concerned, for the cause of sustainable tourism development. Above all, in view of the resource constraints of the government in respect of developing countries like in India private sector participation seems imminent, thus underlining the need for a PPP approach towards a holistic, integrated and sustainable tourism development.

## REFERENCES

- [1] Lane, B. (1991), "Sustainable Tourism, a new culture for the Interpreter", *Interpretation Journal*, Vol. 49.
- [2] 11. Markandya A. (2000), 'Economic instruments for sustainable tourism development' in Fossati A., Panella G. (2000a).
- [3] S.M.Jha (2009), "Services Marketing"
- [4] [www.tourism.gov.in](http://www.tourism.gov.in)
- [5] [www.incredibleindia.org](http://www.incredibleindia.org)