

Sustainable Tourism Development in India with Special Reference to Nainital-Uttarakhand

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Abstract: Tourism as a major engine for generating employment and sustainable livelihoods. Indian civilization is one of the oldest and richest in the world with a wide range of cultural and natural assets. The country is a major international tourist destination, a position it is reinforcing through the highly successful 'Incredible India' campaign. Nainital which occupies a place of pride on the tourist map of India, is a growing centre located on the outer margin of central Himalaya, about 300 km north east of Delhi. Although the town holds great potential for development of various grades of recreation for tourists, there is an intense and unplanned tourist activity going on in its limited space with little touristic infrastructure. However, as Tourism and environment are inextricably linked and interdependent, this rapid growth is not preceded by planning strategies, negative effects are evident. The natural beauty of its landscape – the very basis of tourist activities in the region- may be spoiled by uncontrolled exploitation. Therefore, there is a great need of judicious land use and planned development that conforms to the laws of nature to ensure a healthy socio- economic growth in tourist areas. This calls for Tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment, and the social fabric of the host community. Moreover, an understanding of how market economies operate, of the cultures and management procedures of private sector businesses and of public and voluntary sector organizations, and of the values and attitudes of the public is necessary in order to turn good intentions into practical measures. The concerns of sustainable tourism in Nainital are not just environmental, but also economic, social, cultural, political and managerial.

Keywords: Eco Tourism, Stakeholders, Competitiveness, Environment, Sustainable Tourism, Tourism Infrastructure.

INTRODUCTION

Tourism growth in Nainital has been remarkable in the recent past which has brought forth many facts which are important to the sustainable development in the region. There has been increasing commercialization which is evident since the town achieved status of popular tourist destination in country. However the major impact of Tourism seems to be sociological change i.e., on the hosts and on their daily lives (sociological), local environment, and the economy. The present study gives comprehensive outlook of the local people who are the beneficiaries(in both ways) of tourism

in the district, i.e. the perception of the hosts on the present scale of development of tourism and various impact it has brought in the district analysed in detail in this paper. The study is carried out to understand tourism as a force and its capacity to change the social fabric of the people and their life. It is structured in two levels. The first level examines the perception of local people in terms of Impact of Tourism on social life and the extent of development. The second part examines other variables having an impact on tourism industry, local area development and sustainability, thereby validating the results. The impact of Tourism can be broadly categorized as economic, socio- cultural and environmental.

Economic Impacts

It is being observed that large number of tourists visiting Nainital creates economic problems by putting great stress on local resources. This means demand for the construction of hotels and other relative infrastructure, which becomes a source of price rise of land in the region. Particularly the price of daily required goods like vegetables fruit milk and rice etc. climb up. The great rush of tourists produces unnecessary competition of electricity and water for the locals. The sharing of these amenities with the tourists creates unexpected shortage and price rise. The crowding in local markets, transport vehicles plus shopkeepers is visible in Nainital due to this crisis. Therefore in return of economic gain by tourism; locals may lose the welfare of free access and use of other important social aspects.

Socio Cultural Impacts

In Nainital, locals involvement on tourism activities has made them to earn and spend well amount of money which they later on use to provide good education to their children. Moreover development of social standard of living is also visible in terms of roads rail, communication system, schools, libraries, hospitals, internet cafes water quality and social amenities like food, clothing, etc. Moreover the local tradition and handicrafts is made popular which may well have been on verge of extinction. However it has also affected the local community through the invasion of western values. In some case inappropriate behaviour of tourists (e.g. pictures taken without the permission of locals,

obscene dressing or undesired entering of cultural/religious sites) has become cause of concern.

Environmental Impact

- The common environmental concerns in Nainital region are:
 - Poorly designed hotels, badly planned layout of facilities, inadequate landscaping, use of large and ugly advertising designs.
 - Waste disposal problems where tourist dump the waste in an around lake
 - Ecological damage of natural areas by inappropriate tourism development.
 - Overconsumption of local water supply by tourism development
 - Landslides hazard and land use problems resulting from poor planning.
 - Cutting and logging of trees for construction of roads, accidental forest fire caused by tourists soil pollution by burying of non-biodegradable litter viz glass and plastic bottles, batteries and plastic bags.
 - Stress on wild animals, hunting, wildlife accidents with tourist vehicles, feeding of wild animals by tourists etc.

REVIEW OF LITERATURE

A review of former researches undertaken in the field of Sustainable Tourism, throw a detailed light on the dimensions of challenges faced by host community as far as sustainability in tourism development. Ensuring a sustainable growth has been discussed in various sectors mentioned in Brundtland Commission report (W.C.E.D.,1987). Many a debates in this sector of conceptual framework, building theoretical models and the practical aspects by Jafari, (1989), Lele, (1989), Bramwell, (1996), Butler, (1993, 1999), Hunter(1995), Clarke, (1997), Weaver (2000) U.N.W.T.O. introduced the framework of Sustainable development and formed a list of Indicators of Sustainable Tourism (1995), but Bossel Report, (1999) emphasized on newer methods to estimate sustainable development. Hosts perception and Sustainable Tourism is discussed at large. Akis et al.,(1996) did a research on the perception of research in Cyprus to understand their view on Sustainability concerns. Burnts and Courtney (1999) explained the hosts perception on socio cultural issues and tourism growth. Sustainable tourism development is premised on the responsibility of governments and all stakeholders in the tourism sector to ensure that long-term prosperity and the quality of life of future generations is not placed at risk. (Mohanty, 1992). Another notable attempt to create a comprehensive methodology to assess sustainable tourism is found in Ko (2004). After a review of the existing literature, he argues that “methods of systemic sustainability assessment are not currently used in tourism” (Ko 2004). He finds that most studies on sustainable tourism development are descriptive,

based on qualitative data and subjective in their conclusions, thus lacking a rigorous methodology to assess sustainability issues in the tourism sector. Sharpley (2000) mentions that theoretical gap does exist between sustainable development and sustainable tourism. Briassoulis(2002) analyzed the subtle nature of sustainable tourism and the gravity of tourism impacts when the host area is not large and often fragile. Besculides, Lee and McCormick (2002) opined that acculturation and assimilation takes place during the interaction of hosts and guests. Anderck et al. (2005), Saarinen (2006), Hardy and Beeton (2009) also did work on stake holder perception and Tourism. The Indian Tourism development has had visible impact on socio cultural and environmental front. Noronha (1997) did a study of undesirable impact of growth of tourism in Goa. A comprehensive study made by TERI (2002) on environmental sustainability developed a framework for better utilization of natural resources of Goa and upliftment of below poverty line population in the state. Sustainable Tourism is Tourism that is ‘economically viable, but does not destroy the resources on which the future of tourism will depend, notably the physical environment, and the social fabric of the host community (Swarbrooke, 1999, Butler, 1999). Tourism that meets the needs of present tourists and host regions while protecting and enhancing the opportunity for the future (World Tourism Organizations,1993) Sustainable Tourism is tourism and associated infrastructure that : both now and in the future operate within the natural capacities for the regeneration and future productivity of natural resources; recognize the contribution that people and communities , customs and lifestyles , make to the tourism experience; accept that these people must have an equitable share in the economic benefits of the local people and communities in the host area(Eber, 1992) Tourism that can sustain local economies without damaging environment on which it depends(Countryside commission,1995), It must be capable of adding to the array of economic opportunities open to people without adversely affecting the structure of the economic activity. Sustainable Tourism ought not to interfere with existing forms of social organization. finally, Sustainable Tourism must respect the limits imposed by ecological communities (Payne, 1993) Sustainable Tourism in Parks (and other areas) must primarily be defined in terms of Sustainable ecosystems (Woodley,1993). Given the tourist importance of Uttarakhand and issues related to threats on its ecosystem, there is not sufficient information available in this area.

BACKGROUND OF THE STUDY

India is the world’s largest democracy and covers a total land area of some 3,287,590 square kilometres, with a total coastline 7,000 km., the total population of the country was estimated to be 1,210,193,422 people in 2011 census and has

population density of 384.3/km². The country has a diverse economy and the service sector is today a major source of economic growth. The Indian economy has seen high rates of growth in recent years. However, in spite of this there remains a significant problem of urban and rural poverty. Thus the Government of India (GOI) has identified Tourism as a major engine for generating employment and sustainable livelihoods. Uniquely India promotes 'spiritual tourism' through its religious diversity and heritage and health and well-being through yoga, siddha, and ayurveda. Responsibility for the development of tourism is with the India Ministry of Tourism, which determines national policy for tourism. The state ministries of tourism are responsible at state level. While tourism has been experiencing high levels of growth it is primarily based on the country's cultural assets. The Government of India is now making a conscious effort to diversify its tourism product and spread the socio-economic benefits of tourism to all parts of the country. Furthermore recent feedback from major markets reveals that the international travel trade is looking for new and more diverse destinations within the country. The UNDP and GOI have established a program for development of Endogenous Tourism based upon India's rich cultural heritage and traditional crafts and 32 villages across 20 states are identified for development of alternative models for rural tourism. To support this, leading tourism officials of Uttarakhand launched a campaign under the slogan "10,000 rooms in 1000 villages".

Thus, to change that immediate proactive initiatives are essential within all sectors of the tourism system. The aim should be to reach in the short to medium term a situation where all essential preconditions are met; accessibility, connectivity and predictability optimal; supply meets demand and sustainable growth can begin. However action plans should be based on an overall Strategic Spatial Planning Framework consolidating and integrating existing statutory and non-statutory plans, rules and regulations. Thus providing both generic and area-specific physical planning, environmental management and Tourism Infrastructure guidelines for well-defined tourism zones promoting among others:

- Development control
- Plan implementation guidelines
- Local Community Involvement
- Marketing effectiveness

Table 1. Month Wise Foreign Tourist Arrivals (FTAs) 2012-2014 in India

Month	Foreign Tourist Arrivals (No.)			Percentage Change	
	2012	2013	2014	2013/2012	2014/2013
January	681002	720321	719965	5.8	0.0

February	681193	688569	737870	1.1	7.2
March	606456	639530	668896	5.5	4.6
April	447581	450580	504211	0.7	11.9
May	374476	417453	420976	11.5	0.8
June	433390	451223	491833	4.1	9.0
July	485808	506427		4.2	
August	445632	486338		9.1	
September	411562	453561		10.2	
October	556488	598095		7.5	
November	701185	733923		4.7	
December	752972	821581		9.1	
Total	6577745	6967601		5.9	
Sub Total (Jan-June)	3224098	3367676	3543751	4.5*	5.2*

*Growth rate over January-June of Previous year

Source: Ministry of Tourism GOI

Table 2. Month Wise Foreign Exchange Earnings (FEEs) in India

Month	Foreign Exchange Earnings (in Rs. Crore)			Percentage Change	
	2012	2013	2014	2013/2012	2014/2013
January	8623	10785	11082	25.1	2.8
February	8502	10255	11239	20.6	9.6
March	7843	9545	10152	21.7	6.4
April	6745	7226	8645	7.1	19.6
May	5562	6627	7184	19.1	8.4
June	6485	7149	8458	10.2	18.3
July	8389	8620		2.8	
August	7260	8351		15.0	
September	6652	7811		17.4	
October	8154	8645		6.0	
November	9723	10663		9.7	

Decem ber	105 49	1199 4		13.7	
Total	944 87	1076 71		14.0	
Sub Total (Jan- June)	437 60	5158 7	567 60	17.9*	10.0*

*Growth rate over January-June of Previous year

Source: Ministry of Tourism GOI

Negative impacts of tourism on biodiversity

Nainital Tourism Industry, being a Lake tourism industry depends on the biodiversity, i.e. variety and abundance of flora and fauna found in the surrounding region. Recently, a rapid increase of visitors has had a negative impact on the creatures. Pollution and sedimentation as well as the introduction of invasive species poses the greatest threat to the aquatic biodiversity of lakes. Siltation from overexploitation of wetland resources, like reeds and fish, pollution by fuels and pesticides, pose a significant threat to the surrounding flora and fauna. These problems largely arise from the cumulative impacts of human activities taking place within lake basins.

Activities such as boating and rafting, when carried out without any regulation, pose a threat to fragile lake environment. Water quality of Nainital lakes is adversely affected. This can be fatal to many aquatic animals and plant species. Noise pollution and wave action of the boats can harm banks and over time can cause irreparable damage to their micro ecology.

OBJECTIVES OF THE STUDY

The paper establishes the subtle relationship between tourism and its various implications on the host community in Nainital. It further takes into consideration the fragile mountain area of Nainital along with the sensitive Nainital Lake which forms the very basis of Tourism in Nainital. The purpose of the study is to also estimate the environmental, socio cultural and economic effects of tourism on the Nainital region putting an emphasis to know the positive and negative impacts of growth with increasing tourist inflow in Nainital. This paper will help professionals gain an insight into positive alternatives for better sustainable touristic approach in Nainital, taking into account every aspect of the tourist trade viz. Destination competitiveness and environmental sustainability (Macro environment and Micro environment).

Study Area

The most recently established State in India, Uttarakhand has a total area of 53,483 sq.km with an exceptional landscape of the highest scenic quality. Some 65 per cent of the land area of the State is forest or forest reserve, coming under the control of the Forestry Department. The State has a

population of around 8.4 million with many small communities in scattered hilltop and valley settlements; infrastructure provision such as water, power and telecommunication is generally adequate. However services such as sewage and solid waste are grossly inadequate. Located approximately 250 km from New Delhi, Uttarakhand is easily reachable by road and rail service. However the travel time is very long for the distance. Transportation within the State is similarly impeded by long travelling hours both by road and rail especially during the 3 month monsoon season from mid-June to approximately early September and during winter.

Nainital is located at 29.38°N 79.45°E. The slopes of the nearby mountains are most populated, with an elevation ranging from 1,940–2,100 m (6,360–6,890 ft). The highest point nearby is Naina Peak or China Peak, with an elevation of 2,619 m (8,593 ft). Nainital, which occupies a place of pride on the tourist map of India, is a growing centre located on the outer margin of central Himalaya. Nainital is 34 Km from Kathgodam, the gateway of Kumaon and the terminus of North Eastern Railway. It is 304 km from Delhi, capital of India, and 388 km from Lucknow. Nainital is situated at 29 degree 24' north latitude and 79 degree 28' east longitude, in a valley of the Gagar range running east and west, which is bounded on the north by the peak of China, which rises to a height of 8,568 feet, continued by the Alma peak (presently known as Snow-View) and the Sher-Ka-Danda to the eastern extremity, where the ridge descends almost to the level of the lake. On the west the rugged hill of Deopatha rises to a height of 7,987 feet, and on the south Ayarpatha attains an elevation of 7,461 feet diminishing gradually towards the east. As of the 2011 Indian census Nainital had a population of 1,41,874. Males constitute 54% of the population and females 46%. Nainital has an average literacy rate of 84.85%, higher than the national average of 81.5%: male literacy is 88%, and female literacy is 82.6%. Nainital has temperate summers, maximum temperature 27 °C (81 °F); minimum temperature 7 °C (45 °F), during which its population increases more than fivefold with an annual influx of tourists predominantly from the plains of northern India. In winter, Nainital receives snowfall between December and February with the temperatures varying between a maximum of 15 °C (59 °F) and a minimum of -3 °C (27 °F). The hilly areas experience snowfall during winters, while in the plains the temperature soars to 45 degree C during summers. Nainital district has received good rainfall in recent years. As per 2009 records total average rainfall of district was 1338.08 MM while total average rainfall up to Aug. 2010 was 1602.69 MM.

METHODOLOGY

Both Qualitative and Quantitative parameters have been identified and used in the study. Filled in

Questionnaires, Informal Interviews, Personal visits have been used and to collect required information. Reports published by government, media reports and interviews with the officials helped to complete the study. Questionnaire collected were quantified and analyzed using SPSS 19.0. Some of the tools used for data analysis include factor analysis, discriminant analysis etc. the survey was done during January to June 2014. The discussion part of the study has been prepared by combining the

quantitative results and subjective expressions of the respondents, along with a comparison of on-going trends in Tourism in Nainital.

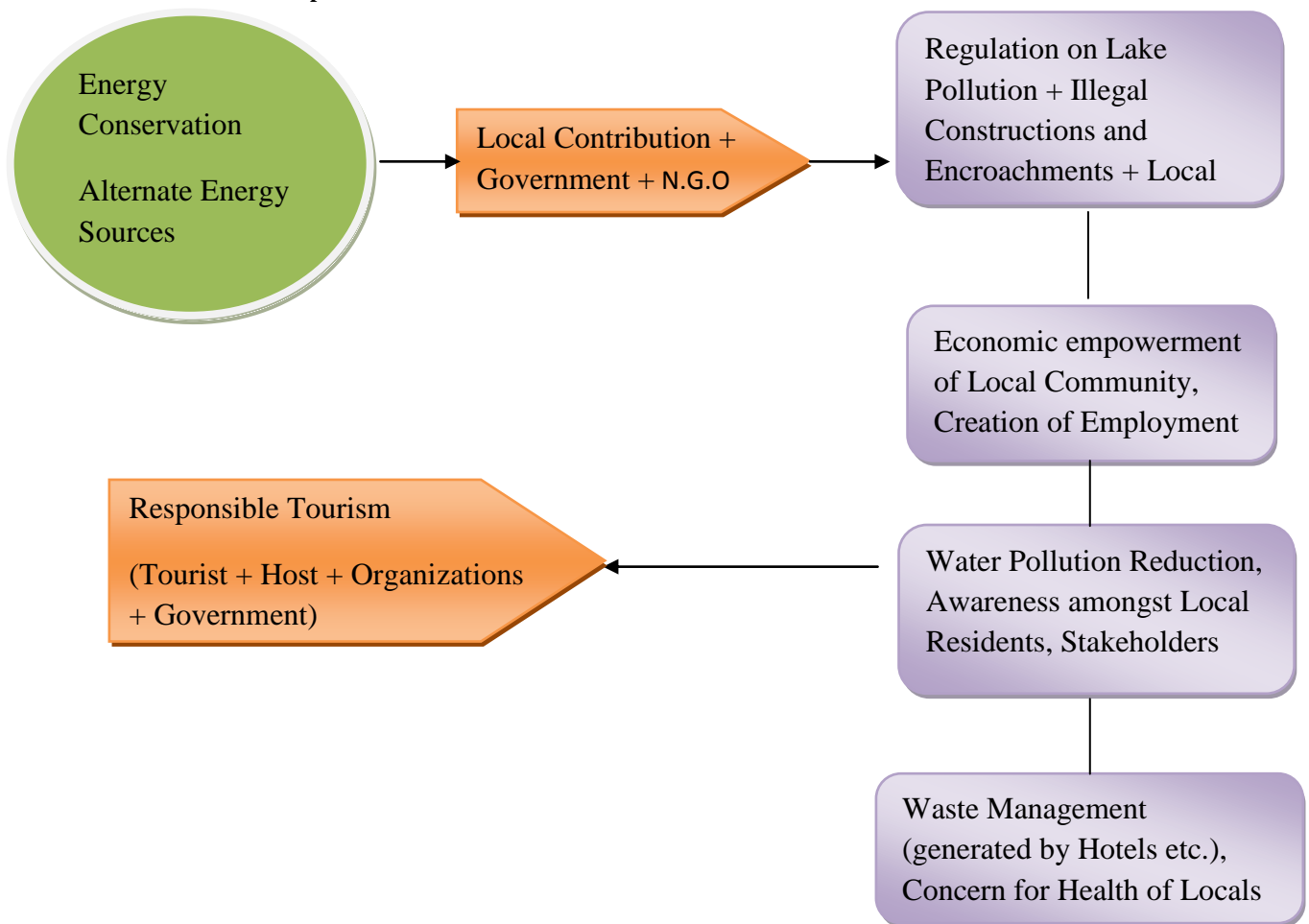
CONCEPTUAL MODEL

A Modal of Sustainable Development: Principles and Objectives (from Sharpley, 2000, referenced from Streeten, 1977.

Fundamental Principles	<p>Holistic approach: development and environmental issues integrated within a global social environment Futurity: focus on long-term capacity for continuance of the global ecosystem Equity: Development that is fair and equitable and that provides opportunities for access to and use of resources for all members of all societies, both in the present and in the future.</p>
Development Objectives	<p>Improvement of the quality of life for all people , education, life expectancy, Opportunities to fulfill potential. Satisfaction of basic needs; concentration on the nature of what is provided rather than income. Self Reliance: Political freedom and local decision making for local needs Endogenous development</p>
Sustainability Objectives	<p>Sustainable Population levels. Minimal depletion of non-renewable natural resources. Sustainable use of renewable resources Pollution emissions within the assimilative capacity of the environment Adoption of a new social paradigm relevant to sustainable living</p>
Requirement for Sustainable Development	<p>International and national political and economic systems dedicated to Equitable development and resource use. Technological systems that can search continuously for new solutions to environmental Problems Global alliance facilitating integrated development policies at local, national and international levels</p>

A similar conceptual framework with some modification in the model referenced from Streeten, 1977, has been proposed by the researcher below as a sustainable development model for Nainital.

Figure 1. Suggested Model of Sustainable tourism Development in Nainital



RESULTS AND DISCUSSIONS

The data collected and qualified were put through various rigorous tools for analysis. In order to identify the major factors among the many, factor analysis was conducted. The table 4 indicates the eight major factors. Table 5 explains that eight factors have been identified in factor analysis, which has a significant influence on the Issue of Tourism Development in the State. Among the Identified Variables which are Grouped based on significance (major variables) 'need of control on tourism development' explains 25.91 %, impact of Tourism on Local resources' contributes to 16.82 %. 'Clean environment decides tourist arrivals' explain 13.45 %. In order to get a deeper insight in to the Influence of Individual Identified factors, further analysis were conducted Using Discriminant Analysis as Shown Below. Table 6 explains that the 'need of Control on Tourism Group has a canonical correlation of 0.926, which means 86 % of the Variance in the dependent Variable is explained by the Model. Similarly 'Tourism and Pollution' group has a canonical correlation 0.954, which indicates 95% of the variance is explained by the dependent variables by the model. 'Impact of Tourism on Local resources' group has a canonical correlation of 0.980 which Indicates 96% of the variance is explained by the Model. 'Issues of Waste management' group represent a canonical correlation of 0.984, which indicates 97% of the variance is explained by the dependent variables by the model.

The Survey Also proves that there has been a considerable growth in Tourism activities without a substantial Increase in Tourist Inflow. Major benefits from the Tourism Industry is going to the Big hotels and resorts as most of the tourists prefer to stay in big hotels and also that only a limited economic benefit from tourism is being enjoyed by the Local Community, Though Tourism has created a lot of local Employment.

The findings of the factor analysis could be grouped into eight major factors. These are 'Impact of Tourism on Local resources', 'Need of control on Tourism development', 'Growth of Tourism and Corresponding Issues', 'Restricting Tourist Activities', 'Clean Environment decides Tourist Arrivals', 'Tourism and Pollution', 'Issues of Waste management', 'Awareness on waste management', 'awareness on saving energy'. It is observed that a proper model for development of Tourism in the region could be constructed with Ultimate accuracy to certain extent. In a rush to earn the share of Tourism, the number of home stays is also higher than any other region in the state. Another Observation of the study is that comparing to other regions, the density of population is highest.

Growth of Tourism in Nainital has led to an Increase in Pollution of Local environment, which is accelerated by uncontrolled Tourist flow, and increased non-biodegradable waste Creation. In addition to this, the hotels and resorts do not have proper recycle mechanism. The local people are found to be increasingly concerned about the growing level of pollution due to plastics and inefficient and ineffective waste management mechanism. Severe Shortage and poor Quality of Supplied water is adding fuel to the burning issues of health and sanitation. Tourism industry in Nainital is also under threat due to unhygienic conditions and not so clean environment prevailing in the region, even though government has been taking initiatives to protect the environment, along with N.G.O. s and schools in the area. But the major requirement is a collective effort on the part of local population which has been lacking in the region. It could also be concluded that increase in Tourism has resulted in traffic problems, increase in accidents, land encroachments, health problems etc. The Ecosystem of the Nainital region is under danger due to increased presence of change in landscape brought about by large scale construction of Hotels and resorts. The situation is further aggravated due to severe energy crisis as the electricity supply is not regular. Further, a notable change in climate has been seen in the region over the years due to persistent environmental degradation brought about by increased tourism activities.

It may further be concluded that for the sustainable growth in Nainital, tourist activity has to be restricted for the preservation of local ecosystem and the culture of the area since it is found that development in tourism activities has led to a change in lifestyle of people living in the locality.

Table 4.Total Variance Explained

Component	Initial Eigen Value			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative
1	12.697	25.913	25.913	12.697	25.913	25.913
2	9.121	18.614	44.527	9.121	18.614	44.527
3	8.245	16.827	61.354	8.245	16.827	61.354
4	6.591	13.450	74.804	6.591	13.450	74.804

5	4.5 25	9.23 5	84.03 9	4.5 25	9.23 5	84.03 9
6	3.0 63	6.25 1	90.29 0	3.0 63	6.25 1	90.29 0
7	2.5 71	5.24 6	95.53 7	2.5 71	5.24 6	95.53 7
8	1.1 87	4.46 3	100.0 00	2.1 87	4.46 3	100.0 00

Table 5. Common factors Identified from factor analysis

Sl. No	Factor	Valid %	Cumulative %
1	Need of Control on Tourism Development	25.91	25.91
2	Growth of Tourism and Corresponding Issues	18.61	44.25

Table 6. Discriminant Analysis

Factors	Eigen Value	Canonical Correlation	% of Variance	WilksLamda	Chi Square	Sig. Level (at 95 %)
Need of Control On Tourism	6.000	0.926	100.0	0.143	59.350	0.000
Impact Of Tourism on Local Resources	24.667	0.980	100.0	0.039	98.978	0.000
Tourism and Pollution	10.111	0.954	100.0	0.090	73.442	0.000
Issue Of Waste Management	30.111	0.984	100.0	0.032	104.846	0.000

MANAGERIAL IMPLICATIONS

Considering the economic strata of Nainital, Tourism is the one and Only Industry in the region that gives a full support to the local economy. Taxes from the hotels, resorts and other service providers etc. are a huge source of revenue. The volume of tourism business brought to the district is also quite huge. There are approximately 500 hotels registered in the region. Lakeside resorts are grooming increasingly. Tourism directly caused an increase in the land value in multiple levels. Real estate business and investors in Tourism eyed Nainital which indicate the estimation of business opportunities in the region. Among many other factors of social change in the state, the role of tourism is very crucial. Common people have accepted tourism industry without many issues as political/labour though other industries do not get the same welcome.

Though demonstration effect is not visible in Nainital, commercialization of Tourism has been found at the highest level. Although the local

3	Impact of Tourism on Local resources	16.82	61.35
4	Clean Environment Decides tourist arrivals	13.45	74.80
5	Restricting Tourist Activities	9.24	84.04
6	Tourism and Pollution	6.25	90.29
7	Issues of Waste Management	5.25	95.54
8	Awareness on Saving Energy and Use of Alternate Energy	4.46	100.00

population has a positive attitude towards tourism development, but the negative impact of tourism must be reduced carefully by the concerned authorities by making efficient and sustainable use of resources.

CONCLUSION

On environment front, there are several visible issues already brought onto the notice of administrators and the public. Excessive level of Pollution not only affected human life but the biodiversity of the area also. Though Nainital is a lake town, pure drinking water is not available to every family. Water Supply here is not regular and supplied water is not drinkable. Increased tourist traffic increased the demand for pure drinking water. Another biggest problem faced by the local people in this place is the number of health issues that frequently strike the masses in different seasons. Domestic waste, Waste generated from towns, hotels and other sources create unhygienic living conditions. Water stagnation, Lake Pollution and inland water channels act as breeding ground for infectious diseases.

From the observations of the study a model (Figure 1) for tourism development is made for Nainital. The Model takes into consideration the role of key factors that must be regulated and monitored at different levels. The presented model also shows that sustainable development of tourism is possible only when there is combined effort of public sector and the local public where the service providers take it upon themselves the responsibility of creating awareness and environment to the visitors hence curtailing the threats imposed by tourism in the local area. Suitable monitoring on tourism development will ensure effective usage of local resources, regulating the pollution levels and managing the waste. Moreover it will also inspire the local public to actively participate in making tourism business blossom eventually. A sustainable way of living in a community only comes from effective utilization of local resources, bringing down the dependence on traditional energy sources, control on environmental pollution levels and an aware community that understands very wisely the pros and cons of tourism to their daily lives.

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