CHAPTER 4

TOURISM AND ITS IMPACT ON ENVIRONMENT

4.1. Introduction:

This chapter mainly focuses on some positive and negative impacts of tourism and environmental pollution and its impact upon environment. Tourism itself is a vast subject and law relating to tourism is in context of everything that is covered under the tree of tourism. In busy and hectic life today, the word tourism itself brings a sense of joy and calmness. Every human being enjoys and cherishes the bounteous gift of nature. Man has always been attracted towards the Mountains, Green valleys, gushing and meandering water sources, woods and forest glades, stretching shores of golden beaches, wilderness, and wildlife in shore nature. Tourism is a travel for different purposes. It may be for recreational, leisure, educational and business purposes. People across the globe have traveled since the time immemorial. In fact, travel was part of human life. Food, water, safety or acquisitions of resources were the early travel motivations. The idea of travel for pleasure or exploration emerged thereafter. Today, tourism can be described as leisure time used for traveling and seeking desired experiences. Travel is clearly governed by motives to get some rest and relief from an increasingly stressful life, and to see something new. It is seldom enough just to travel somewhere to try relaxing by doing nothing. People do need activities, new experiences and adventures to be able to disconnect from work and duties. The phenomenon of tourism is not limited to any internal or external area but it is universal. It acts as a soul of life spreading everywhere around the world and belongs to all those who seek for pleasure, rest and refreshment.

Tourism has become the second largest industry in the world in terms of creating employment and generating income in many countries, it is a major source of foreign exchange earner. The economy of many countries mainly depends on International Tourism. Tourism contributes a very high percentage of G.D.P of those countries. France, Italy, Malaysia, UK, USA, and Singapore etc these countries are most popular in tourist destination.
For example, Maldives\textsuperscript{163} mainly depends on International Tourism. There are no industries and nothing is grown there. The significance of tourism has been recognized in both developed and developing countries. There is widespread optimism that tourism might become a powerful and beneficial agent of both economic and social change. Indeed, tourism has really stimulated both investment and employments.

Today tourism is the largest service industry in India, with a contribution of 6.23\% to the National GDP\textsuperscript{164} and providing 8.78\% of the total employment\textsuperscript{165}. India witness’s 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\textsuperscript{166}. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the “Incredible India” campaign\textsuperscript{167}.

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 62\textsuperscript{nd} overall, moving up these places on the list of the world's attractive destination. It is ranked the 14th best tourist destinations 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 37\textsuperscript{th} rank for its air transport network. India travel and tourism industry ranked 5\textsuperscript{th} in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019\textsuperscript{168}.

Tourism is now a major area of concern to academicians, Government, industry and public at large. Tourism is significant not just because of the enormous impact it

\textsuperscript{163} A small country in Asia made up of 1190 coral islands formed around 26 natural ring-like atolls, spread over 90000 square kilometers.

\textsuperscript{164} The gross domestic product is one the primary indicators used to gauge the health of a country’s economy. It represents the total dollar value of all goods and services produced over a specific time period

\textsuperscript{165} http://www.trcollege.net/articles/74-development -and-impact-of-tourism-industry-in-India, visited on 24/04/2014, at 02:40 pm

\textsuperscript{166} Jasbir Singh and Heramb Nayak, An Analytical Study Of India Tourism Industry, Asian Academic Research Journal Of Social Science And Humanities, Volume 1, Issue 12 (June 2013), accessed in www.asianacademicresearch.org/june2013/1, dated on 24/9/2013 at 03:00 pm.

\textsuperscript{167} Jasbir singh & Hebambnayakan “Study of India Tourism Industry”, Vol,1 issue12Asian Academic research Journal of Science & Humanities. Available at www.asianacademicjournal/june 2013/14 pdf, visited on 9-6-2014 at-02-00 pm.

\textsuperscript{168} www.ibef.org/industry/tourismhospitality.aspx.last seen on 26-07-2013 at 7-00 pm
has on people’s lives and on the places in which they live, but it is significant because of its size – in terms of the number of people traveling, employing and income generation both in the home/host economies\textsuperscript{169}.

The tourism industry is one of the main sectors in the global economy, and it is often referred to as the world’s largest single industry\textsuperscript{170}. In addition, it is one of the world’s fastest growing industries and a major source of employment and foreign exchange even in many developed countries, with a focus on natural environments. Harnessing the opportunities and dealing with the challenges of the largest ongoing migration of people is of utmost importance, and is particularly significant for the developing countries.

Tourism is vital for many countries, due to income generated by the consumption of goods and services by tourists, Taxes levied on business in the tourism industry, and opportunity for employment in the service industries associated with tourism. These service industries include transportation, accommodation and other hospitality industry services. In other words, tourism is a collection of activities, services and industries that deliver travel experienced to individuals or groups traveling away from home.

4.2. Development of Tourism Thought:

Environmentally responsible tourism is a new concept. There are two aspects of the relation between tourism and environment. Tourism depends heavily on unspoilt natural environment. The world over, location of scenic beauty and unspoilt natural splendor have replaced heritage monuments in tourism trends.

Therefore, for tourism to survive, protection of these natural environments becomes a pre-requisite. At the same time, providing amenities of potable water and other infrastructure to tourists often become a cause for environmental degradation. Unrestrained commercialization has harmed many a fragile ecosystem.

\textsuperscript{169} http://www.unesco.org/most/pp4.htm, visited on 28/03/2012, at 08:30pm.
\textsuperscript{170} http://tourismplace.blogspot.in/2008/04/tourism-is-not-worlds-largest-industry.html, visited on 2/04/2012 at 3:20pm
The Brazil Earth Summit\textsuperscript{171} aptly discussed the issue of “Sustainable tourism” i.e. tourism without harm to environment, within the context of overall sustainable development. In India, an Environmental Impact Assessment\textsuperscript{172} is now being insisted upon as a prerequisite for all major tourism projects.

Tourism, if it is to be a vehicle of culture, prosperity and peace, must conserve without damaging, protect without plundering, and create, without destroying and at the end of it all, one must remember that in this process are trustees of the future. One of the most controversial and 'active' subjects today is environment. In addition, tourism is intrinsically related to environment.

Tourism represents around six per cent of world trade, and almost 13 percent of the total global consumer spending\textsuperscript{173}. The significance of these two factors cannot be gain. Tourism is an industry, like any commercial venture, investment in the industry has to be commensurate with profitability. But unlike most other industries, tourism is essentially based on a good environment and good environment should preserve for developing tourism, and should therefore, natural be more concerned about its proper protection, preservation and further development, in its own interest, if not out of altruistic motives.

Tourism depends heavily on an authentic socio-cultural environment and an unspoilt natural environment. A discerning observer of the world tourism scene would sense a certain change that is gradually taking place in the order of preferences of the International and domestic tourist. Heritage monuments have yielded place to locations, which afford opportunities for leisure in an atmosphere of scenic beauty end cultural novelty. In India, we suffer from what can only be termed as an embarrassment of riches in this regard. The upsurge witnessed in tourism demands vast infrastructural facilities like hotels, restaurants and roads, which affect the environment. Even when care is taken minimize this adverse impact, tourists by their very numbers and behaviour, create certain problems.

\textsuperscript{171} The UN Conference on Environment and Development (UNCED), also known as the Earth Summit, was held in Rio de Janeiro, Brazil in June 1992
\textsuperscript{172} An environmental impact assessment is an assessment of the possible impacts that a proposed project may have on the environment, consisting of the environmental, social and economic aspects.
\textsuperscript{173} www.un.org/en/development, visited on 23/2/2012 at 2:30pm
Environmentally responsible tourism\textsuperscript{174} is a new concept the world over. Its formal enunciation emanates from the 1989 Hague Declaration\textsuperscript{175} on Tourism, which advocates rational management of tourism so that it contributes to the protection and preservation of the natural and cultural environment. Even at the Earth Summit in Brazil 1992, the issue of “Sustainable Tourism” was discussed within the context of overall sustainable development.

In India, an environmental impact assessment is now being insisted upon as a prerequisite for all major tourism projects. Some areas, such as the Aravallis\textsuperscript{176}, have been declared as being eco-sensitive\textsuperscript{177} and commercial development in and around National parks and wildlife sanctuaries is being strictly regulated. Unrestrained commercialization has eroded the stability of our coastline. Interference with natural sand-dunes would undermine the eco-system of the locality. This compels eco-system is nature’s defence line against tidal waves and land erosion by the sea. Even if beach resorts are built in such a way as to aesthetically blend with the surroundings, the problem does not end there. Beach resorts require enormous quantities of sweet water to cater to the lifestyles of rich tourists. Over-exploitation of underground water creates an imbalance, disturbing the saline aquifers of the seabed, resulting in an increase of salinity, making well water in coastal villages undrinkable, and Stalinizing fields to a point where agriculture is seriously affected.

Availability of water is also a major problem in the hill stations. Overcrowding and indiscriminate concretization, particularly in our Himalayan hill-stations, not only create ugly blots on the landscape, but also give rise to problems of sewages and sold waste disposal.

Another crucial issue is that of energy consumption. Tourist facilities should so designed as to be energy efficient, taking advantage of sun in hill-stations and wind directions and breezes on the plains and coastal areas, to reduce heating, cooling and the air-conditioning requirements to the barest minimum. They would have to think of

\begin{footnotesize}
\textsuperscript{174} Ecotourism also called environmentally responsible tourism.
\textsuperscript{175} The Hague Declaration on the Environment was done at Hague on March 11, 1989.
\textsuperscript{176} The Aravalli is one of the most popular mountain ranges in the western part of India. Stretching about 300 miles from the northeast to the southwest, the Aravallis intercept the State of Rajasthan on its stretch. The highest point in the Aravalli Range is called as Guru Shikhar, which is located in Mount Abu. At this point, the peak rises to about 5653 feet.
\textsuperscript{177} Eco-sensitive means earth-friendly or not harmful to the environment. Products that contribute to “green” living or practices that help conserve resources like water and energy refers to this term.
\end{footnotesize}
ways of using natural light as a preferred means to artificial lighting, solar heating to
geyzers, and often solar cookers to electric ovens. Non-conventional sources of energy
and water conservation have to be in the future the hallmark of all tourist projects. A
large number of tourists, both International and domestic, are attracted to National
parks and sanctuaries, which afford them glimpses of wildlife. Mountains, jungles,
rivers and lakes also allow for the newfangled ‘adventure tourism’, hiking, skiing and
other similar activities. All this is very well, and certainly deserves to be encouraged,
since quite apart from the income generated by tourism, it also increases public
awareness about nature and all its beauties. The mistake is when we confuse wildlife
and adventure tourism with picnics. A National park is not the place to spend a
pleasant Sunday afternoon, playing games or sipping martinis. More than just the
architecture of the buildings, the tourist activities must blend into the surroundings.
Underlying everything we do must be empathy for wildlife and a respect for its
habitat. We find empty bottles, empty cans and plastic bags not only marring the
beauty but also threatening animals who have been known to choke and die from
trying to eat the food off discarded plastic wrappers or containers.

In every case it is necessary, to do a detailed study about the carrying capacity
of any tourist location, be it a hill-station or a beach resort or a wildlife sanctuary. By
‘carrying capacity’, is meant the load of people that a particular area can take. The
carrying capacity would further determine the optimum number of people required to
sustain it both economically as well as environmentally. It would be a good idea if the
tourism industry itself undertakes such carrying capacity studies in its own enlightened
self-interest. The Government would certainly be willing to cooperate with
information and guidance. Until recently, tourism in our country was mainly religious
tourism. Pilgrims who visited the holy places were humble and had great respect for
the local communities living in these places. In turn, the visitors were welcomed with
open arms and open minds and given all cooperation and assistance. There was
nothing obtrusive in the attitudes of the pilgrims, which could offend the sensibilities
of local inhabitants. But the present scenario is different. It is not the intention to pain
a dismal picture or say that tourism is something, which should be banned. Tourism
contains within itself the potential of developing into one of the most eco-friendly
industries—provided that there is a re-orientation of perspectives and an acceptance of
the basic tenets of conservation.
4.3. Tourism and its Impact on Environment

Like most of the human activities, tourism also has positive and negative impact on the society and environment as a whole. For the purpose of the research, it is important to assess and examine both the positive and negative impacts in a neutral way. The quality of the environment, both natural and man-made, is essential to tourism. However, tourism’s relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

4.3. A. Positive Impact of Tourism

a. Generating Income and Employment:

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the National GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India’s tourism industry.

b. Source of Foreign Exchange Earnings:

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. 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.

c. Preservation of National Heritage and Environment:

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, etc.
Ajanta\textsuperscript{182} and Ellora\textsuperscript{183} temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

d. Developing Infrastructure:

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centres, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

e. Promoting Peace and Stability:

Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

f. Improved Environmental management and Planning:

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development

\textsuperscript{181} Shah Jahan in memory of his wife Mumtaz Mahal with construction starting in 1632 AD and completed in 1648 AD, with the mosque, the guest house and the main gateway on the south, the outer courtyard and its cloisters were added subsequently and completed in 1653 AD

\textsuperscript{182} Qutub Minar is one of the historical place in India which is located at 15 km in south direction from New Delhi. Qutub minar is one of the tallest minaret in India and It is made from red sandstone and marbles. I told you that It is tallest minaret because It has 73m height. It’s constructed by One of the muslim ruler Qutub-ud-din got victory over last hindu kingdom in Delhi. and built Qutub-minar in 1193. This minar has 14.3m diameter at the bottom and only 2.7 meter at Top.

\textsuperscript{183} The Ajanta Caves locally known as Ajintha leni in Aurangabad district of Maharashtra State of India are about 30 rock-cut Buddhist cave monuments which date from the 2nd century BCE to about 480 or 650 CE

\textsuperscript{184} In Ellora the Kailasa temple is one of the largest rock-cut ancient Hindu temples located in Ellora, Maharashtra, India. It is a major tourist attraction in Marathwada region of Maharashtra. It was built in the 8th century by the Rashtrakuta king Krishna I as attested in Kannada inscriptions. This is one of the 34 temples and monasteries known collectively as the Ellora Caves.
of tourism has moved the Indian Government towards this direction leading to improved environmental management.

g. Creating Environmental Awareness:

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

4.3. B. Negative Impact on Environment

Tourism can cause the same forms of pollution as any other industry are emissions, noise, solid waste and littering, releasing of sewage, oil and chemicals, even architecture/visual pollution.

a. Depletion of Local Resources:

Tourism can create pressure on local resources like energy, food, and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season. A high demand is placed upon these resources to meet the high expectorations tourists often have proper heating, hot water, etc.

b. Land degradation\textsuperscript{184}:

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increases construction of tourism and recreational facilities has increased the pressure on these resources and scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

\textsuperscript{184} Deterioration in the quality of land, its topsoil, vegetation, and/or water resources, caused usually by excessive or inappropriate exploitation.
c. **Water Pollution**\(^{185}\):

Water especially, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of wastewater\(^{186}\). In dryer regions like Rajasthan, the issue of water scarcity is particular concern. If a proper sewage disposal system has not been installed for hotels, resorts and other tourist facilities, there may be pollution of ground water from the sewage, or if a sewage outfall has been construed into a nearby river, lake or coastal seawater and the sewage has not been adequately treated, the effluent will pollute that water area. This situation is common in beach resort areas where the hotels construct an outfall into the adjacent water area, which can also be used for swimming by tourists or for fishing by locals. Recreational and tourist transportation motor boats in surface water result in pollution in river, lakes and sea water due to spilling oil and gas and cleaning their bilge in water. This is usually common in enclosed harbor and places where natural water circulation is slow\(^{187}\). Water resources are a prime attraction for tourism and recreational developments, and thus suffer impacts. Water pollution is a result of waste water generated by tourist facilities and runoff, and occurs on inland lakes and streams as well as in the marine environment. Much of this is non-point pollution such as septic tank seepage, lawn fertilizer, road oil and runoff from disturbed soil. An extra nutrient in the water system causes eutrophication of lakes and streams, which in turn influences other aquatic life. Lakes choked with weeds and beaches with algae, a process accelerated by human influence, have become common in some areas. Inadequately treated effluent or raw sewage discharged into in water resources is a health hazard, as well. Water pollution is an increasingly serious problem in some areas such as the Mediterranean.

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\(^{185}\) The presence in water of harmful or objectionable material in sufficient quantity to measurably degrade water quality.


d. **Air Pollution**\(^\text{188}\):  

Tourism is generally considered a “smokeless industry”. However, it can also result in air pollution by tourist vehicles in a particular area, especially at major attraction sites, that are accessible only by road. This is due to improperly maintained exhaust systems of the vehicles. In addition, pollution in the form of dust and dirt in the air may be generated from open, devegetated area if the tourism development is not properly planned, developed and landscaped or is in an interim State of construction. Transport by Air, road, and rail is continuously increasing in response to the rising to the rising number of tourists activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourists’ transportation has impacts on the global level, especially from carbon dioxide (CO2) emissions related to transportation energy use. In addition, it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

e. **Noise Pollution**\(^\text{189}\):  

Noise generated by a concentration of tourists road and certain types of tourist attractions such as amusement parks or car/motorcycle race tracks may reach uncomfortable and irritating levels for nearby residents and other tourists. Such loud noise can often result in ear damage and psychological stress. Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas\(^\text{190}\).

f. **Visual Pollution**:  

It may result from several sources. These can be due to poorly- designed hotels and other facility buildings, which are not compatible with local architectural style or

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\(^{188}\) Air pollution is a mixture of solid particles and gases in the air. Car emissions, chemicals from factories, dust, pollen and mold spores may be suspended as particles. Ozone, a gas, is a major part of air pollution in cities. When ozone forms air pollution, it's also called smog.

\(^{189}\) Noise pollution is defined as the unwanted sound which is released into the environment. It disturbs the human being and cause an adverse effect on the mental and psychological well being.

\(^{190}\)
not well integrated into the natural environment. Other reasons can be poor maintenance of buildings and landscaping obstruction of scenic views by development use of large and ugly advertising signs. Littering of landscape also results in visual pollution.

g. **Aesthetic Pollution**

Often tourism fails to integrate its structures with the natural features and indigenous architectural of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design.

A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and waste disposal.

h. **Waste Disposal Problems:**

The most common problem in tourism areas is the littering of debris on the landscape. This is due to large number of people using the area of picnicking. Improper disposal of solid waste from hotel restaurants, and resorts generate both litter and environmental health problems from vermin, disease and pollution. It can also lead to the degradation of tourist sites. In areas with high concentrations of tourist's activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment—rivers, scenic areas, and roadsides.

In mountain areas of the Himalayas and Darjeeling their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities.

i. **Sewage:**

Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist

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191 Visual pollution is an aesthetic issue and refers to the impacts of pollution that impair one's ability to enjoy a vista or view. Visual pollution disturbs the visual areas of people by creating negative changes in the natural environment.
attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter feeding corals, hindering their ability to survive. Changes in salinity and siltation can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal States of Goa, Kerala, Maharashtra, TamilNadu, etc.

Nearly all impact studies have been concerned with natural or semi-natural areas, with very little work focused on urban settings. Additionally, most research has been reactionary and centered on the negative impacts that tourism has on natural resources after the damage has taken place. Thus, it is difficult to document the process of environmental change resulting from tourism activity. Tourism is often blamed to an unreasonable degree for resource degradation. While tourism does at times result in negative environmental impacts, there are also environmental benefits associated with tourism, including fostering appreciation for the environment.

**j. Destruction and Alteration of Ecosystem:**

An ecosystem is a geographic area including the entire living organism (people, plants, animals, and microorganisms) their physical surroundings such as soil as soil, water, and air) and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerala, TamilNadu, lakes, riversides, and mountaintops and slopes, are often transitional Zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern, which emerged at jaisalmer, is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.
k. Adverse effects of excessive tourism on wetlands:

Excessive tourism affects wetlands in a variety of ways. Here are some of them. Reduced Arrival of Migratory Birds - the phenomenon of migratory birds flying thousands of miles in winter to reach a far away lake and then to start their back journey after three months or so is mind bogging. However, one thing is certain that these birds go to the particular lakes because they find the environment friendly and peaceful and food supply abundant.

l. Solid waste and littering:

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides. For example, cruise ships in the Caribbean are estimated to produce more than 70,000 tons of waste each year. Today some cruise lines are actively working to reduce waste-related impacts. Solid waste and littering can degrade the physical appearance of the water and shoreline and cause the death of marine animals.

m. Flora and Fauna:

Research looking at the impact of tourism of wildlife has focused on larger mammals and birds in natural environments. Thus, our understanding of tourism effects on wildlife is limited. Research does suggest that tourism affects wildlife in numerous ways. Development is increasingly encroaching on the habitats of numerous types of animals. For some species, parks and preserves are now the only sanctuary. Unfortunately, for species that require large territories or engage in migratory behaviors, these relatively small areas of protected land are not enough.

Marine wildlife has also been seriously harmed by tourism in some areas. Disposing of waste into the marine environment, either from point sources or non-point runoff is detrimental to sea life, especially when waste is toxic. Wildfire on coral reefs has been damaged and destroyed by trampling from scuba divers; boat anchors, chains and discharge of refuse (including cruise ships); and reef walking at low tide. Over collecting and hunting by divers for both personal and commercial purposes has also harmed reef wildlife. Tourism can contribute to environmental conservation include Direct financial contributions, Contributions to Government
revenues, Improved environmental management and planning, Environmental awareness raising, Protection and preservation Alternative employment

The existence of what we term as tourism laws today can be traced back in history from the most ancient times in practically all the civilizations. Many ancient texts refer to traveler’s accommodation and facilitation, laws about the functioning of SARAIS\textsuperscript{192}, State official’s responsibilities towards travelers, tariffs, etc. However, today we have more complex laws that have emerged not only because of the complex nature of the industry but also because of varied Government attitudes, existence of varied Government departments, tourism awareness and so on.

Tourism laws are derived from a variety of sources. For example, in United States 51 different sources (States and Federal government) contribute towards tourism law. These include federal and State constitutions, common law, administrative law, treaties and statutes. Similarly, in India the Union list, Concurrent list and State list all have elements related to tourism though tourism is not specifically referred to anywhere. For example, emigration laws, aviation, archaeological sites and monuments, shipping, highways etc. come under the union list; protection of wild animals and birds, forests, etc. form part of the concurrent list whereas domestic pilgrimage, theatres etc. form part of the State list. Different laws have come up at different intervals of time as regards these themes. There is no such law that encompasses all aspects of tourism though the demand for one has been picking up. It has been argued in fact that “legislation on tourism seeks to define in clear unambiguous terms the rights and responsibilities of its various segments vis-à-vis the user and vice versa and to provide for legal protection of the rights and enforcements of the responsibilities thus defined”

Very few countries in the world have what can be termed as tourism legislation. In most of the countries there are various laws that have a bearing on tourism operations and activities. The various types of tourism related laws, enacted in different countries, relate to protection of tourists, border controls, quality of services, protection of environment, conservation of historical sites and monuments, tourism industry regulations and the relationship between the various segments of the travel and tourism industry. These laws are derived from different sources. Generally,

\textsuperscript{192} Sarai” means any building used for the shelter and accommodation of travelers, and includes, in any case in which only part of a building is used as a sarai, the part so used of such building.
the demand for tourism legislation was voiced from the point of view of tourism industry or for protecting the interests of International tourists as regards their safety or establishing standards of services.

However, voices have also been raised demanding legislation for sustainable tourism development, protecting the interests of the host population and economic benefits for the local population. There are many laws in India which affect tourism operations and activities and as tourism professionals you must familiarize yourself with these laws. Various attempts have been made by the tourism ministry in India to work out the feasibility of having tourism legislation. However, these efforts are still in the infancy stage and anything concrete has yet to emerge in this regard.

n. Deforestation and intensified or unsustainable use of land:

Construction of ski resort accommodation and facilities frequently requires clearing forested land. Coastal wetlands are often drained and filled due to lack of more suitable sites for construction of tourism facilities and infrastructure. These activities can cause severe disturbance and erosion of the local ecosystem, even destruction in the long term.

o. Physical Impacts

Attractive landscape sites, such as sandy beaches, lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. Typical physical impacts include the degradation of such ecosystems. An ecosystem is a geographic area including all the living organisms (people, plants, animals, and microorganisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers.

4.3. C. Pilgrimage Tourism and Environmental Pollution

Pilgrimage is “A journey to a place of particular interest or significance.” Usually this place of interest happens to be a religious place. People around the world are religious and most religions of this world have sacred places of worship. For
example, the Muslims make it a life goal to visit Mecca and Madina at least once in their lifetime. Christians visit various Churches in Italy and also the birth place of Jesus Christ – Jerusalem. Buddhists make it a point to visit Bodhgaya in Bihar, India which is the place of enlightenment of Buddha. In the same way, Hindus have several places of pilgrimage like Kashi, Badrinath, Kedarnath, Amarnath and many other places.

Religious people attach great importance to the pilgrimage. Some feel a sense of peace by visiting these places on pilgrimage. While others go on pilgrimage to seek the blessings of the deity. People from all economic status go on pilgrimage. Every person wants to go on pilgrimage with minimal cost. This has impacted the environment. Many religious places are situated on the banks of rivers. Many religious texts make a proposition that taking a dip in the flowing river washes away one’s sins. This is one reason why people throng to the Ganga river bank for taking a dip. The influx of tourists is very high at these pilgrimage places. As a result, the waste produced by the pilgrims affects the environment.

The most affected environmental bodies are rivers and lakes that are surrounded by religious places. The sewage and drainage system is also not maintained properly in these pilgrimage places and water is let directly to the nearby rivers. Since the matter of religion is sensitive, the Governments are also afraid to interfere in these affairs. As a result, pilgrimage tourism has actually affected the natural environment adversely. Steps should be taken to tackle this problem in consultation with the religious heads, so that it does not create tensions between various communities.

4.4. Legal Impact of Tourism

The Tourism industry is a one of the world’s great industries. Large industries mean that there are large cash flows and large amounts of cash often mean multiple lawsuits and other legal problems. One of the main thing is local tourism offices are unaware of their own Nation laws and obligations. This ignorance of the law can be very costly.

Now a days criminal act and a terrorist act increasing in tourist places, these two negative events have very specific definitions in different Nation laws and the legal consequences are determined by how the courts may define the event. It is essential that court should take action about this problem and protect the rights of
Tourists. There are no adequate laws for protecting tourists in India, although there are some policies available for protecting and promoting tourism industry.

Tourism is big sector but India still there is no single law at the central level, but some States in India enacted own laws\textsuperscript{193} for Protection tourism industry as well as tourist. There is need some laws in this sector because some tourists are easily cheated with some guides and some other persons take advantages in these areas.

4.5. Socio-Economic and Cultural impact of Tourism

a. Undesirable Social and Cultural Change:

Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60’s to the early 80’s when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the State leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

b. Increase Tension and Hostility:

Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other’s culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

c. Creating a Sense of Antipathy:

Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travellers’ fees go to the airlines, hotels and other International companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government. Sociology is the science of society, social institutions, and social relationships. Visitors to a community or area create social

\textsuperscript{193} Example: State of Kerala enacted Kerala Tourism Law
relationships that typically differ greatly from the affiliations among the indigenous population. The main purpose of tourism is to become better acquainted with people in other places and countries because this furthers the understanding and appreciation, and help to build a better world for all. International travel also involves exchange of knowledge and ideas which is another worthy objective. Travel raises levels of human experiences, recognition and achievements in many areas of learning, research and artistic activity. Tourism and Environment are much closer to each other because many tourists’ centers are located in the natural condition. Human activities also depends on the environment because man as started himself. Day by this activity is increasing because a large number of tourists are travelling different land, especially places having important historical and cultural places.

d. Economic impact of Tourism

According to the UNWTO Secretary General Francesco Frangialli, Tourism keeps the world economy on the move. It is number one in world services trade, the largest export earner, and employs millions of people. Most of these jobs are in small or medium-sized family-owned business”.

Travel and tourism comprise significant part of the world economy, keeping billions of people employed and giving others a well-observed rest. It is hardly surprising that competition amongst providers is fierce. It has become a major industry in the last couple of decades. As an economic phenomenon, it may have a strong positive impact on the destination areas, but simultaneously it exercises a heavy strain on the resources that support tourism activities.

According to WTTC, in India direct contribution of travel and tourism to GDP is expected to be INR 1,570.5 billion (1.9% of total GDP) in 2011. Rising by 8.1% per annum to INR 3,414.8 billion (2.0%) in 2021 (in constant 2011 prices). In addition, total contribution of tourism to GDP, including its wider economic impacts, is forecast to rise by 8.8% per annum.

196 http://www.wttc.org/research/economic-research/economic-impact-analysis/, visited on 20/5/2012, at 4:30pm
Tourism industry has an important place among all other industries. It is even more effective than a simple industry, because it involves many people, owners and produces to serve this newly recognized industry. Tourism requires serious consideration as it serves the economy of the countries to a considerable extent. In this regard, many researchers and organization try to draw a suitable feature for the tourism existence and activities. Political and industrial leaders have almost universally recognized the economic advantages that it can bring. However, what these countries have done to make tourism a viable, growing segment of their economy varies widely from virtually nothing to the creating of superbly organized and highly productive tourism facilities. In recent years, virtually every country throughout the world has taken steps to attract more number of visitors. The discount in the cost of air travel and the continued development of technological resources such as the internet have provided new opportunities for countries and tourism firms to promote tourism, both within the country and outside their borders.

The World Tourism Organization claims that tourism is currently the world’s largest industry with annual revenues of over US$ 3 trillion. It provides over six million jobs in the United States, making it the country’s largest employer. Tourism is, without any doubt, one of the most important forces shaping the world. While economic benefits of tourism have long been recognized, greater attention is being paid to its social impact today, which can be positive or negative, depending on how it is planned and managed. However, tourism is a double-edged activity. It has the potential to contribute positively to socio-economic achievements but, at the same time, its fast and uncontrolled growth can be the major cause of degradation of the environment, and loss of local identity and traditional cultures. Biological and physical resources are, in fact, the assets that attract tourists. However, when the stress imposed by tourism activities on fragile eco-system accelerates, it aggravates their depletion. Paradoxically, the very success of tourism may lead to the degradation of the natural environment by depleting natural resources, tourism reduces the site attractiveness to tourists, the very commodity that it has to offer.\footnote{Cohen, R. and Kennedy, P “Global sociology”, New York: New York University Press. 2000, P. 214.}

Tourism contributes to the well-being of tourists by giving them restorative holidays that fulfill many human needs. It is also acclaimed for its contribution to the
preservation of cultures at a time when globalization is arguably a force for cultural homogenization.\textsuperscript{198} The growth of interest in eco-tourism has demonstrated that tourism can be important force for the restoration or conservation of environments. Lastly and perhaps the most important work with which tourism is credited, it is a force promoting peace and understanding between people (World Tourism Organizations)

Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. It promotes International understanding and gives support to local handicrafts and cultural activities. It is an important segment of the country’s economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities.

In economic terms, tourism is of growing importance to many Nations and is recognized as the largest export earner in the world. It is an important provider of foreign exchange and employment. In particular, developing countries are encouraged to use it as the means of economic development that causes lesser wreckage than extractive industries and can be used to generate revenue for other development activities.\textsuperscript{199}

For many Third World countries, it has become one of the most important economic activities, especially as the major earner of foreign exchange. In fact, tourism accounts for a higher share of world trade than cars or oil and is the main items of exports for many small developing countries. Interest groups such as the World Tourism and Travel Council (WTTC) Stated that “tourism is the world’s single largest industry, accounted for about one of every ten jobs and about 6% of all economic activities in 1998”. In dollar terms, this amounted to about US$ 8 trillion. Whether it does indeed constitute the world’s biggest industry depends on the sectors against which it is compared. For example, tourism is larger than the oil or grain

industries, but as of now, probably does not exceed the global mining or agricultural sector as a whole.\textsuperscript{200}

Being a highly labor intensive sector, tourism provides vital employment for people with a wide-range of skills as well as the unskilled. To make best use of tourism for development, it is important to understand its volume, trends, and significance to different development countries. As it has been mentioned before, the most important economic feature of activities related to the tourism sector is that they contribute to three high priority goals of developing countries: the generation of income, employment, and foreign exchange earnings.\textsuperscript{201} In these respects, it can play an important role as a driving force of economic development.

Almost all economist and commentators as well as Government officials and other policy-makers have accepted that the tourism industry is an important source of earnings for a country. This is especially true of those countries, such as Iran and other developing countries, which are dependent on export income from the export of raw materials that are always affected by large price fluctuations.\textsuperscript{202} Tourism, therefore, has been regarded as an important element in their development planning and they have allocated part of their overall budget to develop necessary infrastructure for hosting a large number of tourists.\textsuperscript{203}

Tourism is positioned as the world's largest industry and takes a pivotal role in economic social and cultural development. The growth of tourism is viewed and appreciated whole hearted by the people and beneficiaries. Today, tourism is an activity which affects most countries in the world including developed and developing ones. Inbound and outbound tourism forms into International Tourism which gave birth to many types of impacts, cultural impacts, social impacts, environmental impacts etc. only when tourism grows in a healthy way, the impacts can be positively diverted for the benefit of the people. The healthy growth of tourism vary greatly depends on the control of the very sensitive negative factors that grow along with tourism.

\textsuperscript{200} Higgins-Desbiolles, F. “More than an industry: The forgotten power of tourism as a social force” and Tourism Management, Vol. 27, 2006, pp. 1192-1208.

\textsuperscript{201} ibid


e. Effects on the Family:

As family income increases and the children to have better exposure, the trips taken by a family become the highlights of any year. The excitement of preparation and anticipation, and the actual travel experiences are memorable occasions of family life. Adventure tourism / travel are likely to be the most memorable ones. Family travel may also be educational.

f. Effects on the Individual:

One who travels to a strange location may face unfamiliar geographical, social and cultural environment. Due to this, the traveler faces problems for which a solution needs to be found if the trip is to be fully enjoyable and rewarding. Travelers need to manage their resources- money and time – in situations much different from those at home besides social interactions.

g. Impact on Culture:

Another importance of tourism industry is its cultural effect. It is an important factor of cultural change as the world continues to shrink to become a “Global village”. Tourism goes beyond dependable transportation and comfortable hotels; it necessitates enhancing all the avenues through which a country presents itself. They include educational, cultural, media science and commodity technology, and meeting congress activities. To increase accessibility cultural institutions need to adapt to meet visitors needs, sometimes even provide multilingual guides and signage. Conversely, the visitors are influenced by appreciation for quality of life in the society visited by them may not be present at home. A favorable situation exists when visitors and those of the host country mingle socially and become better acquainted. This greatly enhances the awareness of the people about various cultures, quality of life, appreciation and respect for each others.

Over commercialization and loss of authenticity of traditional arts and crafts, customs and ceremonies can result if these are over modified to suit tourist demands. For example important traditional dance and work performances, some of which may have religious significance, being greatly shortened and changed to fit tourists' tastes

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and schedules. Similarly, traditional high quality handicrafts are being mass produced to provide tourist souvenirs. This situation often results from the insensitivity or lack of understanding on the part of the 'cultural brokers' for tour operators or handicraft organizers, whether foreign or local, who are not concerned about cultural purity or authenticity. In extreme cases, there may be a loss of cultural character, self respect, and overall social identity because of submergence of the local society by the outside cultural patterns of seemingly more affluent and successful tourists. Deterioration of cultural monuments and loss of cultural antepets may result from uncontrolled use and misuse by tourists.

**4.6. Conclusion**

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. However, 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 organizations become active partners in the Endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.