Unit- VI

Sustainable Tourism

6.1 Introduction

To transform Bangalore as world-class metropolis providing its citizens a high-quality of life in a sustainable environment, with state-of-the-art infrastructure, service delivery, and connectivity, supported by an efficient governance framework.

Bangalore has evolved as a cosmopolitan and livable City, with a global presence. To retain its pre-eminent position as a City of the future, the City shall enable and empower its citizens with growth opportunities to promote innovation and economic prosperity; a clean and green environment; a high-quality infrastructure for transport and communication; wide-ranging services aimed at improving the quality of life for all; conservation of its heritage and diverse culture; responsive and efficient governance for tourism development

Providing sustainable access for the growing number of city residents to jobs, education, recreation and such other needs within the city.

Besides, renewable sources need to be tapped as a measure of sustainable development and in recognition in Bangalore Problems of pollution is to be dealt with immediately. For this the following steps are to be takes so as to promote tourism in Bangalore city. They are:

- Pedestrian walkways / skywalks
- Cycle paths and cycle facilities
- CNG based vehicular systems
- Reduction of emissions and introducing eco-audit
- Technology Up-gradation in public transport systems to increase load factors and speeds
- Measures to reduce the level of accidents in the city
- Reduction of two-wheelers and cars population growth
- Increase modal share of BMTC passengers carried per day.
- Enhance average speed of buses from 17.5 km per hour to 22.5 km/hour
- Clean Development Mechanism.

The central and state governments have to be designed to provide the the city local bodies mandated to implement programmes and initiatives that would ensure good governance and create an environment for sustainable development of Bangalore infrastructure and provision of basic services.

Adequate urban basic services such as water supply, sanitation, waste management and providing the means of mobility, particularly to the urban poor, are central to promoting environmentally sustainable for tourism, healthy and livable human settlements will attract more tourists to the city. Rapid urban growth in Bangalore has outpaced the capacity of urban local bodies to provide and maintain basic civic services including that is to be checked frequently. The result is a lowering of the quality of life, reduced urban productivity, and increased burden of health care and unmitigated environmental pollution will add plus points for tourism.

Economic growth is welcome to the city, and the institutions concerned make every effort to see that the attractiveness of the city as an economic destination is maintained and increased. Growth brings prosperity to the citizens of Bangalore, improves the standard of life, and gives better avenues. At the same time, growth places greater strain on basic infrastructure and services, which have not been designed to cope with such growth. In many instances, economic growth may also not be equitable, and may create islands of prosperity and poverty. Hence, the growth is to be sustainable – both in terms of infrastructure & services, and in terms of equity. If such care is taken the city will emerge as leading tourism node in the country.

The rapid growth of Bangalore over the past decades has resulted in growth beyond the erstwhile Bangalore Mahanagar Palike (BMP) area into Bangalore Urban and Bangalore Rural districts. With increasing population - stress on the urban services
to avoid this there is need to spread the growth around Bangalore or within Bangalore Metropolitan Region Development Authority (BMRDA) are by setting up five to eight satellite townships and self-sustainable cities to have a more rational and better use of land and water resource, and more equitable and efficient distribution of communication and technical facilities. The townships would be provided modern transport linkages to Bangalore to facilitate efficient transport. With the development of these townships, the tourism can be encouraged in the city.

6.2 Sustainable Tourism

The concept of Sustainability has been applied in the tourism sector in different ways at both national and local levels and in the public and private sectors. The last decade of the 20th century saw an increased effort by some private sector tourism organizations to make it evident that they were placing the environment in a more central position to their operations and attempting to become more sustainable. The extent to which this is from a genuine concern for the environment or a business play to attract more customers and an attempt to stave off regulation of the industry is unsure. Butler suggests that the tourism industry has adopted sustainability for 3 reasons: economics, public relations and marketing.

One of the first public strategies on tourism and sustainability emerged from the Globe 90’ conference in Canada, which brought together government, non-governmental organizations (NGOs), the tourism industry and academics to discuss the future relationship of tourism with the environment. Five main goals of sustainable tourism were identified.

To develop greater awareness and understanding of the significant contributions that tourism can make to the environment and economy. To promote equity and development. To improve the quality of life of the host community. To provide a high quality of experience for the visitor. To maintain the quality of the environment on which the foregoing objectives depend.
6.3 Ecotourism

Ecotourism according to shackle is a term invented by conservationists in the 1970s, whilst according to fennel the term can be traced back as far as 1965 to the work of Hetzer, who used it to explain the interaction between tourists and the environments that they come into contact with.

6.4 Guiding Principles of Sustainable Tourism

The environment has an intrinsic value (that is, that nature has a consciousness and value in its own right) which outweighs its value as a tourism asset. Its enjoyment by future generations and its long-term survival must not be prejudiced by short-term considerations. Tourism should be recognized as a positive factor with the potential to benefit the community and the place as well as the visitor. The relationship between tourism and the environment must be managed so that the environment is sustainable in the long-term. Tourism must not be allowed to damage the resource, prejudice its future enjoyment or bring unacceptable impacts. Tourism activities and development should respect the scale, nature and character of the place in which they are sited. In any location, harmony must be sought between the needs of the visitor, the place and the host community. In a dynamic world some change is inevitable and change can often be beneficial. Adaptation to change, however, should not be at the expense of any of these principles. The tourism industry, local authorities and environmental agencies all have a duty to respect the above principles and to work together to achieve their practical realization.

6.5 Guiding Principles for Ecotourism

It should not degrade the resource and should be developed in an environmentally sound manner. It should provide long-term benefits to the resource, to the local community and industry (benefits may be conservation, scientific, social, cultural or economic). It should provide first-hand participatory and enlightening experiences. It should involve education amongst all parties local communities, government and non-governmental organizations, industry and tourists (before, during and after the trip). It should encourage all party recognition of the intrinsic values of the resource.
It should involve acceptance of the resource on its own terms, and in recognition of its limits, which involves supply-oriented management. It should promote understanding and involve partnerships between many players, which would include government, non-governmental organization, industry, scientists and locals (both before and during operations). It should promote moral and ethical responsibilities and behavior towards the natural and cultural environment by all players.

6.6 Why Sustainability?

Tourism will never be completely sustainable as every industry has impacts, but it can work towards becoming more sustainable. The world is not such a lonely planet anymore but the very resources we promote through tourism are in danger of degradation.

As more regions and countries develop their tourism industry, it produces significant impacts on natural resources, consumption patterns, pollution and social systems. The need for sustainable/responsible planning and management is imperative for the industry to survive as a whole.

980 million people travelled internationally in 2011 (a 4% increase over 2010) and this is expected to reach 1.5 billion by 2020. The average international tourist receipt is over US$700 per person. Travel and tourism represents approximately 10% of total global Gross Domestic Product (GDP) (if it include tourism related business (e.g. catering, cleaning). The global travel and tourism industry creates approximately 10% of the world’s employment (direct & indirect). At least 25 million people spread over 52 countries are displaced by violence, persecution and/or disasters – tourism receipts in every country are affected by this.

To encourage the Stakeholders to promote & practice Ecotourism practices, the Ministry of Tourism (Government of India) has included categories of awards “Best Eco friendly Hotel”, “Best Responsible Tourism Project”, “Best Eco friendly Practices by Tour Operators” in the National Tourism Awards presented annually to various segments of travel, tourism & hospitality sector.
6.7 Dimensions of Tourism

**Activity** (tourism which is based upon experiencing natural and cultural resources). **Business** (tour operators who provide ecotourism tours). **Philosophy** (a respect for land, nature, people and cultures). **Strategy** (a tool for conservation, economic development and cultural revival). Marketing device (for promoting tourism products with an environmental emphasis). **Handle** (convenient umbrella name for a number of tourism related concepts such as ‘responsible or ethical travel’, ‘low-impact tourism’, ‘educational travel’, ‘green tourism’, and so on). **Symbol** (of the debate about the relationship between tourism and the environment). **Principles & goals** (defining the symbiotic and sustainable relationship between tourism and the environment).

6.8 Environmental Impacts

Buying local could achieve a 4-5% reduction in GHG emissions due to large sources of C02 and non C02 emissions during the production of food. The average Canadian household used 326 liters of water per day....a village of 700 in a developing country uses an average of 500 liters of water per month AND a luxury hotel room guest uses 1800 liters of water per person per night... The average person in the UK uses approximately 150 liters of water per day - 3 times that of a local village in Asia. A species of animal or plant life disappears at a rate of one every three minutes. 70% of marine mammals are threatened. The Western world (with 17% of the worlds' population) currently consumes 52% of total global energy. 1 acre of trees absorbs 2.6 tonnes of CO2 per year. 58% of the world’s coral reefs are at risk. 2010 was the warmest year on record. Seawater is expected to rise 70 cm in the next 10 years. By 2050 climate change could have directly led to the extinction of 30% of species, the death of 90% of coral reefs and the loss of half the Amazon rainforest. Since 1970 a third of the natural world has been destroyed by human activity. Half the world's population lives in urban areas and this figure is expected to increase. In Latin America and the Caribbean, 76% of the population live in urban areas. By 2036, there will be 1200 million cars on earth - double the amount today. A European uses 14x more energy than someone living in India. For every 1 degree rise in temperature above 34 degrees Celsius, yields of rice, maize and wheat in tropical
areas could drop by 10%. Every day we dump 90 million tons of carbon pollution into our atmosphere. Although 70% of the earth's surface is water, only 3% is potable.

Sustainable tourism is about re-focusing and adapting. A balance must be found between limits and usage so that continuous changing, monitoring and planning ensure that tourism can be managed. This requires thinking long-term (10, 20+ years) and realizing that change is often cumulative, gradual and irreversible. Economic, social and environmental aspects of sustainable development must include the interests of all stakeholders including indigenous people, local communities, visitors, industry and government. In addition to this, people's participation also play a major role in sustainable tourism.

6.9 Sustainable tourism destination in Bangalore

“Our Native Village” is India’s first 100% eco-resort located in Hesaraghatta which is 21 miles from the Bangalore city airport, Karnataka state. The resort employs its own wind mill, solar panels and bio gas plants for electricity and other functions, rain water is harvested, stored and used, and wastage is processed and reused. The resort uses no bio hazardous chemicals for cleaning and any other purpose; it has its own cultivated grains and vegetables. The tourists in Our Native Village can involve and enjoy many prominent native games, know more of local culture, tradition, local people, and also enjoy nature and other recreation facilities. The resort has earned several awards amongst them is the highly commended award for 2008 from the Responsible Tourism Awards, and recommended by Federation of Hotel and Restaurant Associations of India (FHRAI), Global Sustainable Tourism Criteria (GSTC), United Nation’s Environment Programme’s Resource Efficiency (UNEP RR), Sustainable Consumption and Production Programme (SCPP) for the Asia Pacific and other reputed and international organizations.
6.10 Tourism Industry

Tourism industry may be defined as a group or cluster of small firms which deals in providing attractive and affordable holiday packages to its customers, either within a state, country or at international level.

The tourism industry is massive. It is considered to be the biggest industry in the world. It consists of an enormous number of small and medium-sized enterprises, and also includes large multinational corporations that control an increasing percentage of the overall market. In Europe, for example, five companies control over 60% of organized outbound travel (i.e. tourists who travel on pre-planned tours). It involves a huge variety of people, including tour operators and travel agents who assemble trips; airline and cruise ship employees; minivan drivers; staff of big hotels and small family lodges; handicraft makers; restaurant owners; tour guides; and all the other people who independently offer goods and services to tourists. The complexity of this sector indicates how challenging it can be for protected-area staff and local communities to learn about and form partnerships with the tourism industry.

6.11 Direct Elements of the Tourism Industry

Those areas of the tourism industry which come into direct contact with tourists are:

- Sales
- Accommodation
- Transport
- Activities
- Attractions
- Ancillary Services

6.12 Indirect elements of the Tourism Industry

Often called support sectors. Those parts of the tourism industry which may not come into direct contact with tourists, but without the rest of the industry could not function.
Tourism industries (also referred to as tourism activities) are the activities that typically produce tourism characteristic products. Tourism characteristic products are those that satisfy one or both of the following criteria:

a) Tourism expenditure on the product (either good or service) should represent a significant share of total tourism expenditure (share-of-expenditure/demand condition);

b) Tourism expenditure on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a tourism characteristic product would cease to exist in meaningful quantity in the absence of visitors.

**List of categories of tourism characteristic products and tourism industries**

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<th>Industries</th>
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<tbody>
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<td>1. Accommodation services for visitors</td>
<td>1. Accommodation for visitors</td>
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<tr>
<td>2. Food and beverage serving services</td>
<td>2. Food and beverage serving activities</td>
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<td>3. Railway passenger transport services</td>
<td>3. Railway passenger transport</td>
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<td>4. Road passenger transport services</td>
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<td>5. Water passenger transport services</td>
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<td>Products</td>
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<td>6. Air passenger transport services</td>
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<td>7. Transport equipment rental services</td>
<td>7. Transport equipment rental</td>
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<td>8. Travel agencies and other reservation services</td>
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<td>9. Cultural services</td>
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<td>10. Sports and recreational services</td>
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<td>12. Country-specific tourism characteristic services</td>
<td>12. Other country-specific tourism characteristic activities</td>
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### 6.13 Tourism is a growth industry

In the 21st century, the global economy will be driven by three major service industries – Technology, Telecommunications and Tourism. Travel and tourism will be one of the world’s highest growth sectors in the current century. Tourism, according to experts, is expected to capture the global market and become the largest industry in the world. The statistics and projections point to an era of unprecedented growth of tourism around the world. From 70 million international tourist arrivals in the year 1960, the WTO has estimated that international tourism arrivals worldwide would be 1.5 billion by the year 2020. According to the latest report from the World Travel and Tourism Council (WTTC) “in the year 1999, Travel and Tourism generated about 3.5 trillion US dollars of GDP and almost 200 million jobs across the world economy; approximately. World travel and tourism GDP is forecast to increase in real terms at 3% per annum in the decade 2000-2010. During the same period employment in travel and tourism is expected to grow at about 2.6% per annum.” World Travel and Tourism Council has summarized some of the highlights concerning worldwide travel and tourism industry as follows:

- The Travel and Tourism Industry contributed 11.7% towards world GDP in 1999;
Travel and Tourism has emerged strongly from the South-Asian crisis with leisure tourism rising by 4.7% in 1999 and business travel by 4.4%;

Tourism related spending by international visitors amount to 8% of world exports in 1999 with a further impact by export of Travel and Tourism related goods;

Travel and Tourism related GDP is forecast to increase at 3% per annum in real terms. In the coming years, over 8% of all jobs worldwide will depend upon Travel and Tourism;

Travel and Tourism will support the creation of over 5.5 million jobs per year over the next decade.

Thus, tourism today is a shining sector and a great economic force. Its status as a major economic activity has been recognized by almost all the nations of the world. During the 1960s there was emphasis on tourism as an earner of foreign exchange, a catalyst of development, and a security against the uncertain fluctuations of commodity prices. Today however, its impact is not only economic but social and cultural as well. Cultural tourism is a fertile ground for exercising creative talents, fostering special kinds of relations between visitor and the host populations. It enables the tourist to form a view of his present world and a global concept of the historic past. Thus, tourism has wider implications encompassing not only economic benefits but also social and cultural benefits as well.