REVIEW OF LITERATURE
CHAPTER 2
LITERATURE REVIEW

About the chapter

In this chapter an attempt has been made to review researches in the field of tourism impacts at International, National and at domestic level and also researches on the emergence of Alternative tourism at International, and national level. This chapter defines the current level of knowledge about the theoretical and conceptual research on impact of mass tourism and then the emergence of Alternate tourism derived from different sources. This will provide an understanding of how the tourism industry and tourists influence the environment, socio-cultural and economic aspects of a destination and further to explore the reasons and the need to develop alternative tourism. The literature review will also help in finding out the research gap which will give the direction for future research.

2.1 Tourism Development and its Impact:

The growth of global mass tourism including Indian Tourism creates both benefits and debenefits for the most of the countries. It generates not only economic growth and raises the income of individuals and Nations, but it also creates many adverse impacts on host societies and their environment. These impacts can be classified as economic, social and physical impacts of tourism. William (1979) defined three categories of impacts: Economic, social and Environmental/Physical. Economic impacts largely identified by researchers include perceived personal and regional benefits that contribute to income and standard of living, increased employment opportunities, increase in tax revenues and increase in real estate. Pizan (1978) identified six major
categories of social and culture impacts. Impacts in population structure, transformation of forms and type of occupations, influence on traditional lifestyle, modification of consumption pattern etc. The possible negative impacts of tourism development including lack of economic diversification, economic strain due to inflation, emergence of crowding, congestion, all form of modern day pollution and the extra demands on limited resources, increase in undesirable behaviour such as prostitution, crime, gambling, alcohol and drug abuse and modification of cultural practices with a threat to authenticity of staging festivals/events entirely for tourists and artificial reconstruction of sacred building and objects (Mansfield; 1992). Further, tourism also promoted negative attitude of local people about tourism development. This negative relationship was studied by Clements in 1993. He reported relationship between length of residence and attitude towards tourism. That is, the longer the people have lived in community, the more likely they are to have negative attitudes towards tourism development. Besides Clement some researches were carried by different scholars from time to time on the social impacts of tourism development. Crompton in 1998 studied relevant research on the social impacts of tourism (and on its environmental impacts) and found that little research have been undertaken to develop the concepts of sustainability or to measure the social and environmental costs and benefits on a segment-by-segment basis, note with standing that the concept of sustainability have been current for almost two decades. The scientific quality of environmental impacts assessment as exemplified in tourism research in particular has been for substantial improvement. In the same year Smith and Krannich (1998) studies have shown significant negative social impacts that tourism can have on rural communities that have high dependence level on tourism. The
social and cultural characteristics of the host community are continuously influenced by the broader political, economic, social, cultural and environmental context. This suggests that people in different groups may use tourism and tourism development in significantly different ways based on their economic, socio-culture and environmental situations. After discovering the various impacts of tourism development on particular segment like on society and environment, many scholars focused themselves on studying these impacts at global level. One of scholarly work was done by Brohman in 1996. His study was focused on the negative impacts of tourism in third world countries. In his study he has highlighted the main problems like increasing crime, overcrowding, overloaded infrastructure, Pollution and environmental degradation etc. faced by the third world countries due to tourism. According to him the third world countries enjoyed very fast growth rate of tourism at the cost of socio-economic and environmental degradation. The author opined that the third world countries must adopt proper tourism planning after consulting local people and tourism related investment and revenue should be used for the benefit of local community. The study suggested that alternative tourism strategies must be designed with the help of local people to reduce negative impacts and increase positive effects of tourism during un-favourable circumstances.

2.1.1 Tourism Impacts in the Global Context:

Tourism generates over billion dollars in a year for the world economy and creates high revenues for the host countries. Income from foreign currency is probably the first objective of many countries tourism development strategy, whenever there is an economic crisis, tourism seems to be a "Knight is shining armour" with the ability to solve the economic problems of
many countries. Tourism can be profitable for countries and investors. But it can create negative impacts for the social, culture and environmental heritage of the host countries. It has caused some serious problems like increasing crime, overcrowding, overloaded infrastructure, Pollution and environmental degradation etc. in the third world countries. (Brohman; 1996)

According to Brohman the third world countries enjoyed very fast growth rate of tourism at the cost of socio-economic and environmental degradation. The author was in an opinion that the third world countries must adopt proper tourism planning after consulting local people and tourism related investment and revenue should be used for the benefit of local community. The study suggested that alternative tourism strategies must be designed with the help of local people to reduce negative impacts and increase positive effects of tourism during unfavourable circumstances. Cooper and Archer (1994) studied the Economic Impacts of Tourism in detail in global context. They highlighted that the economic Impacts of tourism have mainly been seen in a positive light, as tourism is considered to be a leading export industry in most parts of the world. According to them tourism like any other export industries creates a flow of foreign currency into the economy of destination country, thereby contributing directly to the current account of the Balance of Payment. This inflow of revenue create business turnover, house hold income, employment and government revenues and this revenue is creating further rounds of economic activity (multiplier effects). Indeed any study purporting to show the economic impacts made by tourism must measure the overall effects made by the successive round of economic activity generated by the initial expenditure. Beside, the positive economic impacts of tourism have also been seen in developing
countries. *Theobald (1994)* studied the negative impacts of tourism in the developing countries in detail. He revealed that although tourism has positive economic impacts, some negative impacts are apparent, particularly in the developing countries. According to him, developing a tourism industry in some region makes increasing demands on resource use, including land. Land prices always rise very fast before and during any development that takes place. Farmers and local owners are encouraged to sell to developers at low prices initially, but their prices go up dramatically when the land is resold to developers. Local farmers and owners may realize short-term gains, compared with local income, but later they tend to become landless and low-paid workers. Further some of prominent research scholars like *William (1993)* has studied the negative impacts of tourism in Thailand at KO Samui in Southern and KO Chang in Eastern Thailand. Nowadays negative impacts of tourism have been seen as major impediments in the development of tourism around the world. Therefore, a detailed research is to be conducted on the negative impacts of tourism and strategies should be suggested to control these harmful impacts and maximize the profit from tourism. One of such research was carried out by *The International Development Research Centre and O'Grady (1990).* They studied the loss to the national Economy as a result of importing foreign goods. The importing of foreign goods incurring leakage of foreign exchange. They studied the loss due to leakage and the economic impacts of Tourism in Asia. Their result showed that leakage occurring in Sri Lanka and Korea, for example were 27% and 19.70%. In Fiji, it was estimated that 70-75% of revenues went to MNC’s who controlled and owned the industry. *(O'Grady 1994).* Further, *Murphy (1998)* studied the economic impacts of tourism on host community. According to him, at all community level,
tourism can have several benefits such as raising opportunities for local people to sell additional goods and services to the tourists, creating jobs, and diversifying local resources. Tourism can be new economic activity in poor or remote areas, particularly where other economic activities are limited. Tourism is an activity which is associated with the locals directly and they are only the local people who get benefits or harmful effects with the development tourism. So tourism development must be studied in context with the locals. Gee, et al. (1997) studied the socio-culture impacts of tourism. He defined the socio-cultural impacts as "changes to residents every day experiences as well as to their values, way of life and intellectual and artistic products." These changes may be positive or negative, depending upon the perceptions of people and developers. He said that the contact of tourists and hosts can break down or reinforce negative stereotypes. The difference in culture backgrounds between hosts and tourists may lead to conflict. When tourists break cultural taboos and engage in behaviour that is offensive to the hosts. McIntosh and Gupta 1980 and Archer and cooper (1994) studied the socio-cultural impacts of tourism in the context of International relations. They highlighted that Tourism can also Promote cultural relation and international cooperation. Tourism can produce better understanding amongst people from different parts of the world, yet it can at the same level/time create misunderstandings and even distrust and generate additional cultural, social and moral stresses. The world Tourism conference (1980) in Mammilla declared that world tourism can be vital force for world peace. Further, the "Columbia charter" which was prepared for the first Global conference Tourism-"A vital force for peace" held at Vancouver in 1988 made a similar declaration. Jenkins (1997), Mathieson and wall (1982), McIntosh and Gupta (1980) highlighted the
negative changes in host communities such as the imitations and adoption of new behaviour and other characteristics including spending patterns, are often referred to as "The Demonstration Effect." These changes may occur over a relatively long period of time before being observed, like change in the pattern of religious observance, in dress, behavioural norms and traditions. Tourism created employment that might cause international and intra-national migration either from rural to urban or from other place to tourist services areas. This may change the demographic structure, the role of Women, community cohesion and institutional structures and membership. It may then; reinforce the demonstration effect in the community. Tourism development has been attributed as the "changing agent" instigating the Negative impacts/changes in host communities, "where these changes are not welcomed, tourism is seen as the main source of negative social development, and the tourism sector attracts disapproval and censure. In many cases poor management of tourism development has been the main cause of these undesired changes (Jenkins; 1997). Nidhi AeuSrivongse (1994: 41-45) explained that tourism should be seen as a new culture that is neither the real culture of the tourists nor of the hosts. It is a powerful culture that is supported by the political and economic power of the upper and middle classes, both in the hosts and guest countries. There are no deep social and cultural links between tourist and anyone else. The tourist is as strange as an alien and is almost completely separated from the local people. Local people cannot absorb tourist into their communities. Thus, there are two choices open in this situation. The first is that local people should adopt themselves in order to accept tourists into their way of life, and the second is for tourist to adopt themselves to
behave appropriately with regard to local people and local culture.

Further, Nidhi (1994) strongly pointed out that local culture has always been compelled to adopt and absorb tourist’s culture as a part of a new culture, which is not their real way of life. In many cases, the adoption of the tourist culture conflicts with their own culture, which is then viewed as inferior. Today Mass Tourism has created very serious problems. So besides, studying some traditional negative impacts of tourism, some literature has also been studied in the context of some current problems raised by tourism around the world. Ryan and Hall, 2001 studied current impacts of tourism on the society. They cited some current problems like crime, Drug abuse, gambling and prostitution arose due to tourism. Although prostitution is legal in some countries and a prostitute can become a recognized tax payer and contributed to society through normal ways in which any employee does. But it is not considered acceptable in all countries; it is still a social problem and considered to reflect gender disorientation. Beside society, tourism development has also created positive as well as negative impacts on the surrounding environment. Some of the positive impacts of tourism on the environment are conservation, restoration and protection of natural and built heritage, improvement to roads, water supply, the treatment and waste management system. Such improvements can decrease pollution and improve environmental quality. (Gee et, al. 1997) Mathieson and wall (1982) in their study highlighted the negative impacts of tourism on environment. In their views, unplanned or uncontrolled tourism can be a cause of negative impacts such as the physical deterioration of destination facilities and the destruction of the natural environment. It can also create conflict at the destination areas on the issues of access,
irresponsible behaviour by tourists, soil erosion and land prices. The harmful impacts of tourism on the environment not only include physical deterioration of destination facilities but also on the neighbouring flora and fauna. Mathieson and Wall (1982) studied the impacts of tourism on the flora and fauna of the destinations. They observed that, flora and fauna may be disrupted and even destroyed by tourism related activities. These activities include collecting flowers and plants, hunting or fishing endangered species, careless use of fire, trekking on vegetation etc. and also over-loading the capacity for and activity in natural areas. The influx of tourists and the development of tourism facilities and infrastructure may cause direct and indirect impacts on the wildlife. Further the impacts of tourism on the environment were studied by Weaver, 1998). He studied the tourism Impacts on the physical environment in trekking areas. He found some negative-impacts of tourism on the vegetation of trekking areas. These included soil degradation, deforestation, soil Erosion, depletion of native flora and fauna, garbage disposal, and damage of forest areas and other resources as a result of the construction of roads and accommodation etc. Recently in 2011 the impacts studies were carried out by Andereck & Nyaupane (2011). They highlighted in their studies that tourism ultimately enhances community quality of life by providing jobs including services and infrastructure through tax revenues and attracting restaurants, shops, festival and culture and sporting events that cater both tourists and locals. They also highlighted negative impacts in their study. It was also recognized by them that unmanaged tourism can have negative social and environmental consequences. They further revealed that very little formal attention has been paid to measuring the broader quality of life, impacts of the industry. They extended their views on the impacts of tourism and came with the studies that linked local residents and their perception about tourism development. Andereck & Nyaupane
(2012), in their recent study on the impacts of tourism on ‘residents’ quality of life incorporated a subjective measure of community resident’s value. Their measurement compelled residents to compare existing circumstances to a future ideal. Thus rewarding residents perceptions of the quality of life, impacts of tourism and personnel importance of their attributes in relation to their opinions about the current state of their communities. Further some studies were also carried out on the impacts of mass tourism and development of Alternative tourism in Australia. The credit for studying impacts of island tourism in Australia goes to Zulfa and Carlsen: 2013. In 2013 they studied the impacts of development of Island Tourism in Australia. They highlighted the range of both negative and positive economic, environmental and socio cultural impacts that has led to diverse opinions on how to sustainably develop and manage Island tourism. Clearly, tourism has led the opportunity to either enhance or inhibit the quality of life and the environments of islands. In order to ensure that tourism is developed and integrated into communities in a sustainable manner, island tourism planners and policy makers need to be well informed about impacts and the complexities and challenges associated with managing and responding the tourism.

As discussed above the impacts of tourism and views of different researchers on the impacts in the global context, we can also see lots of similar negative impacts in Indian context also.

2.1.2 Impacts Studies in Indian Context:

Today India has emerged a major tourism destination in the world tourism industry and the negative impacts of mass tourist have also been seen in India. Many researchers tried to find out these impacts by focusing their studies on a particular destination or component and then came with their findings. One such study was conducted by Batra and Kaur in 1996. They wrote one research paper in which they made an
attempt to describe conflict between tourism and environment with the help of environment audit approach. They highlighted that there are two types of relationships between tourism and environment i.e. coexistence and conflicting. Coexistence relationship presented harmony between tourism and environment. However, conflicting relationship between tourism and environment caused huge problem like visual pollution, Sewage Problem, water and air pollution and lastly ecological problem. They viewed that social costs in tourism industry much more than any other type of industries but these costs were not included in financial report of the tourism industry. Once the relationship between tourism and environment were studied then author studies the various impacts of conventional tourism on the environment. Some other impacts of conventional tourism were studied especially in Goa where tourism lead to increasing land prices increasing consumption level, rapid unplanned development, drug abuse and prostitution arousal. Moreover, local people felt threatened and degraded by in appropriate behaviour of tourists. The study also revealed that benefits from tourism were not utilized for the development of the local people in Goa. The author recommended that strategies must be formulated by the state governments to manage tourism trade and plug profits received from tourism trade for the development of local people in Goa (Naronha; 1999). Further, Madan and Rawat in 2000 studied the impacts of tourism in Mussorie. In their study they evaluated the impact of tourism on the environment of Mussorie. It revealed that disorderly and scattered development of tourism infrastructure due to increasing demand for lodges, hotels, and other necessary basic amenities lead to the environment degradation. The authors viewed that the tourism industries in Mussorie get its saturation point and there was a need to develop some
alternate nearby places like Dhanalti and park estate for the development of tourism. Sagar Singh in 2002 wrote a research paper in which he gave a brief overview of tourism policies in India. The author highlighted in the paper that traditional tourism policies in India were neither elaborated nor appropriately executed. Further, these policies were domestic oriented rather than international tourism oriented. The study concluded that India had huge Potential to develop tourism but the absence of appropriate process of policy formulation and implementation seemed to be main hurdle in tourism development. After giving his views on tourism policies in India Sigh also studied the impacts of tourists and pilgrims in Indian Himalayas. The objective of his study was to reduce ecological degradation and erosion of cultural value in Garhwal Himalayas with the help of management of visitors. The study revealed that heavy flow of pilgrims and tourists during the peak season from April to June lead to problem relating to accommodation, catering, Sewage, sanitation, water supply, tariff and ecological degradation. It also revealed that at religious places entrepreneurs did not differentiate between pilgrims and tourists. They did not differentiate between their needs and abilities to pay for accommodation and food. The study suggested the need for travel regulation, education of locals, marketing of alternative tourism products and destinations and targeted marketing to get rid of problems relating from mass tourism in Garhwal. Mishra, Sharma and Acharya (1981) have studied on world tourism and evaluated the role and impacts of tourism development in India with reference to forty two other countries having various types of economies. They were of the view that tourism is an important activity is India and the growing importance assigned to tourism depicts the country’s earner stress to attract more and more tourists from every part of the world. Further
impacts of tourism were studied continuously by some scholars. Tourism has negative impacts on the Himalayas. (Sagar Singh; 2002). He studied the impacts of tourists and pilgrims mobility in Indian Himalayas, in 2004. He observed that due to increased terrorist's activities in Jammu and Kashmir, the managing of over violation in Kashmir was solved since tourist traffic shifted their destination from Jammu and Kashmir to Himachal and Uttarkhand Himalayas. So the problems of destination saturation in these two regions become so acute. Further, mass tourists are contributing to deterioration of the environment. Govt. agencies responsible for promotion of tourism should try to manage the tourism traffic. It is necessary to develop a concerted strategy that depends upon travel regulation focusing on alternative tourism. As we can observe from the views of various writers in the world as well as in India that the negative impacts of Conventional tourism are increasing everywhere whether in India or around the world. Then Himachal cannot be a single place where these impacts have not been seen. In Himachal Pradesh also the negative impacts have been seen everywhere. Today the major tourist destinations of Himachal have reached their saturation point and most of them suffering from many problems. Various scholars have studied the impacts of tourism in Himachal Pradesh from time to time.

2.1.3 Impacts studies in Himachal Pradesh:

As one of the world's largest industries and one of the fastest growing economic sectors, tourism has a multitude of impacts, both positive and negative impacts on the people's lives and on the environment. The quality of the environment, both natural and man-made is essential to tourism. However tourism relationship with environment is complex. It involves many activities that can have adverse environmental effects. As
discussed the view of various researchers on the impacts of tourism (mass/conventional tourism) at the global level and in Indian context. Further we can also see some impacts of tourism in Himachal Pradesh. Some eminent researchers tried to bring those impacts of tourism on the socio-cultural life of the people and on physical environment to the forefront. Most of the researches concerned their studies to the main tourists receiving areas of Himachal Pradesh. Tej Vir Singh (1989) raises questions about the concentration of tourism that is taking place around Manali and made recommendations for a more integrated approach to tourism development that would disperse tourism activities more evenly throughout the year. Further, some positive impacts have been studied by some scholars. One of such scholar was Kapoor (1976). He studied positive impacts of tourism in Himachal Pradesh. He concluded that tourism is an instrument of economic development in Himachal Pradesh. The main object of the study was to analyses the role of tourism in the overall development of the state and formulation of the strategy for the promotion of tourism. He has concluded in his study that tourism in H.P is a distinct product presents a vast potential. But also with these positive impacts tourism development has many negative impacts as well which are related to society and environment and also with culture of the locals. These negative impacts of tourism have been observed in and around Manali. It was observed that there is an increase of 270 percent in tourist's arrivals in Manali from last three decades. That's why Manali is experiencing environmental problems such as acute shortage of water, overcrowded roads, heavy traffic, excessive garbage, unplanned growth and illegal construction and sanitation problems. (Singh and Mishra; 2003). In order to tackle this alarming situation in Manali different short and long term strategies for accommodation,
transportations, water, sewage, energy and Finance are required. Further, caution steps must be taken by the state government to avoid mass tourism and create healthy eco-tourism in Manali (Singh and Mishra; 2004). Hence in order to avoid such impacts government and research scholars should done SWOT analysis of tourism industry in Himachal Pradesh so that we can come to know about the strengths and weaknesses of the industry and can further develop some strategies to promote sustainable tourism in the State. One of such SWOT analysis was conducted by Rishi and Girdhar (2007). They evaluated tourism industry in Himachal Pradesh with the help of SWOT analysis. It highlighted the unique natural offerings of Himachal Pradesh which it could not cash due to lack of various facilities like food, Transportation water and accommodation. The researcher viewed that to leverage tourism potential, it was necessary to analyses the needs, perceptions, preferences and satisfaction level of tourists. The study concluded that Himachal Pradesh has vast potential of becoming one of the world's top destinations provided it developed its infrastructure facilities and promoted its offerings in a suitable manner. Positive impacts of tourism have been seen on the economy and employment. Tourism is a solution to Himachal's unemployment and economic problems. J.M. Pathania (2007) in his article “tourism in pursuit of Excellence - A solution to Himachal's unemployment and economic problem specifically focused on Himachal Pradesh. By taking examples from various reports, author reaches on the conclusion that tourism has the ability to solve unemployment problem in Himachal, but need is to develop Tourism in an organized manner. This organized development of tourism involves careful planning and effective development. N.K Sharma (1999) is his article “A pragmatic approach to tourism development in H.P highlighted the importance of
flexibility in planning and development. This article further suggested that Himachal can become the leading tourist destination but need is to develop tourism is an effective manner. He studied the environmental impacts of tourism in H.P. He concluded that, no doubt, Himachal has lots of potential for tourism development, but besides this potential, environmental impacts have also been observed. He studied tourism impacts in Shimla and concluded that Shimla attracts more than 10 lakhs domestic tourists and not less than 30,000 foreign visitors every year. The maximum crowd making a decline in the last week of December. Rapid unregulated development of tourism facilities has not only brought environmental deterioration, changing the very intrinsic character of the place. But also brought a number of other problems such as congestion, parking, water, shortage, with enormous strain on the existing infrastructure. Consequently local residents suffer. Further N.K. Sharma (1999) studied the impacts of Tourism in Mclosganj or Upper Dhramshala, now an internationally known place as a great centre for Tibetan studies and residence of Dalai Lama is visited by thousands of foreign tourists. The result is that the place is chocking with traffic jam and unseemly buildings that have mushroomed in area. Serenity and quietness, which were the hallmarks of the place, seem to be vanished. Development is now beyond carrying capacity and sustainability. Similarly Shimla is also suffering with the problem of carrying capacity and negative impacts of mass tourism. One of the researchers who studied the negative impacts of tourism in Shimla was Adarsh Batra. He wrote an article titled as Himalayan “Eco tourism in Shimla, 2001” in which he studied that increased tourists volume in Shimla threatened the capacity of tourist’s attraction because of over-crowding, congestion, traffic and environmental pollution. Aggressive Tourism activities without proper planning, effective policy and institutional framework have created serious environmental problems. So there is a need for collective efforts. Besides these impacts which are common everywhere nowadays,
Seasonality has also been seen as a major problem of tourism industry. Seasonality means tourism in Himachal is in operation for half a year. Today many books have been written on the various problems that Himachal tourism faces, but one of the major work was done by Sunil Gupta and S. P Bansal. They have written one book “Tourists inflow in H.P. - problems and prospects”. In this book they studied that as H.P. is a hilly tough terrain area and therefore, affected by the seasonal character of tourist industry. Since tourism is in operation for only half of a year, it is not even possible to earn big profits and meet the fixed and other operational expenditure. They further revealed the impacts of increasing tourist traffic in the state. The harmful impacts of tourism in the state include air pollution, noise pollution, and traffic problems. Parking Problems, increase in crime rate, decline in moral values of local community, Inadequate infrastructural facilities etc. So to cope up with the problems of tourist traffic rush in the state, the government must adopt systematic and holistic methods. Finally this was Richer, Christine (Sustainable Development and Tourism- some fundamental Question, 2004) who said that there is a need to manage the tourism carefully otherwise the negative impacts will outnumber the positive impacts. The tourism satellite account measures only what the tourists spend in a given country, but does not evaluate the corresponding expenses incurred to acquire the income. In case of employment, it provides only temporary employment and not the permanent one and same is the case with culture, tourists from various destinations try to transport their culture into host country’s culture there by diluting the environment of later. Therefore, today there is a need to develop sustainable tourism in the world, India and in Himachal Pradesh. This has been implemented by the Government of Himachal Pradesh and finally the main objective of Tourism Policy 2013 is to develop sustainable tourism in the state which is only the solution to reduce negative impacts of tourism and increase the benefits from tourism.
2.2 Sustainable Development of Tourism:-

Tourism will continue to grow rapidly due to the increasing demands of tourists and evolution of transportation system. The rapid growth of tourism will help the world economy to grow and create many benefits for host countries concerned. But it also expected to create adverse impacts on the environment and socio-cultural heritage in most parts of the world, particularly in the developing countries. A deterioration of both physical and cultural environment creates the risk of a decline in number of tourists at destination areas. Hence in response to these impacts, studied were conducted at the global level for understanding the impacts of Tourism. Thus, after understanding these impacts, there has emerged a global consensus on the needs for sustainable development, or more specifically “Sustainable Tourism”. Sustainability is a focus of new development paradigm known as Sustainable Development. Past development has been shown to be largely unsustainable because of degradation of natural resources (Phra dhammapitaka; 2002). Further, the term sustainable tourism was expanded at Earth Summit at Rio-de Janeiro in 1992. In this summit Brundtland and WCED; 1992 presented its report in which they defined the term “Sustainable Development” as the development that meets the needs of the present without compromising the ability of future generation to meet their own needs”. (Brundtland and WCED- “Our Common Future” in 1998). Butler elaborated the term sustainable tourism development as the tourism which developed and maintained in an area (community environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes. Dowling in 1995 studied the concept of sustainable tourism in the global context. He highlighted that the sustainable tourism concept has focused on the management of the entire tourism industry in order to bring it in line with global trend towards sustainable development. It covers every element of tourism, or in other words, it is acknowledged that all tourism
should be "Sustainable Tourism". This led to the somewhat wishful conclusion that the tourism industry must ensure that regular visit of tourists will be maintained and tourism resources will retain their attractiveness indefinitely. Once the awareness about sustainable tourism arose many organizations published their reports TISTR (1997) in its report on sustainable development has written that considerable investments will be necessary on a regular basis to maintain or upgrade the services to meet the demands of a tourism market that is becoming more and more sophisticated and discriminating. There must be no adverse environmental, social and cultural impacts. All this must be achieved through managing the industry on the basis of the principles of sustainable development. Sustainable development of tourism was initiated as a result of negative impacts of tourism on the physical and cultural environment like other industries and development. Therefore after studying the various impacts, sustainability principles were suggested and should apply to all types of tourism activities, operations, establishments and projects including conventional and alternative form, because every mode of tourism can be potentially sustainable in the sustainable development sense (weaver 1998). However, changing conventional tourism's practices may not be easy because it requires a change in the perception of entrepreneurs and tourists. (WTO-UNEP; 1992), France (1997) summarized the appropriate strategies of a sustainable tourism for the main three actors, i.e. host, tourists, and tour operators. Sustainable tourism should make tourists satisfied with holiday. Tour operators should have brand loyalty through repeat business that ensures economic success and profitability. For the host areas, sustainable tourism should be concerned with many strategies, i.e. tourism as a part of diverse economy, provision of both skilled and unskilled employment for local people, conservation of natural environment, harmonious architecture, equity (including local decision-making) etc. A very important issue might be the equity that allows the participation of local people in decision-making.
WTO (World Tourism Organization, 1994) defined the sustainable tourism as being tourism that, "meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes and life support systems". Globe 90 conference on sustainable development held in Vancouver, Canada defined sustainable tourism as the management of tourism resource in such a way that fulfils economic, social and cultural needs while maintaining cultural integrity, biological diversity etc. Though sustainable tourism development has many positive effects but still it was criticized by some scholars of the time. They claimed that the term sustainable development is an oxymoron, with 'sustainability' and development being mutually exclusive. Hence the concept is extremely hard to translate into actions (Weaver and Oppermann; 2000). Another critique expressed that sustainability development pays much attention on the ‘environment’ and development which use science and technology as main factors for economic development, while it pays less attention to cultural development, which must be one of the most significant factors of development. (Phra Dhammapitaka: 2000). But the views of these critiques were overcome by the studies conducted during 2003 in which they concluded their works with the Global Importance of Sustainable tourism.

In the Global Sustainable Tourism, government should recognize that travel and tourism is a core service industry which should always be considered when looking at policies to expand trade, increase employment, modernize infrastructure and encourage investment at both domestic and international level (Romilla Chawla; 2003). Some of the positive aspects of sustainable tourism were also concluded by (Lee; 2008). He asserted that Sustainable use of the environment can be increased when its users have positive perceptions about conservation and benefits of tourism. He took a study on tourism for sustainable local livelihood and the conservation of Lake Manyara national Park. He
concluded that increased environmental conservation awareness and sharing of the economic benefits delivered from tourism increased local support for the conservation of the area. Finally various reviews on sustainable tourism development suggested that sustainable tourism development is going to play a major role in development and promotion of tourism as well as in reducing the negative impacts of tourism. Therefore, it can be concluded that sustainable tourism development is a part of this consensus. The “Alternative tourism”, which was initiated in the 1980s and focused mainly on sustainable management concept, is playing a major role in tourism development and promotion nowadays. Some may call it “new tourism” (Mowforth and Munt 2003; Munt 1994), or “new age tourism” (Gee et. al. 1997: 124) or “new forms of tourism” France (1997: 13).

2.3 Emergence of Alternative Tourism:-

The alternative forms of Tourism have emerged at a large scale on opposed to the traditional conventional tourism. It is believed that such tourism has emerged from the third world as a reaction to the negative effects tourism heaped on its countries. There are three influential drivers of movement to find alternative forms of tourism. The first is the recognition of the negative impacts of conventional tourism on the environment and socio-culture of the destinations or the country if a macro scale is considered. The second is the appearance of development ideologies, which mostly saw the disadvantages of growth-oriented development, modernization, urbanization and capitalism. The last is humanitarian considerations and recognition of the rights of local populations to manage change in their communities. The Alternative tourism has originated due to the various impacts of conventional tourism (Mascardo; 2001). He related the origin of alternative tourism with the harmful impacts of Mass tourism. He highlighted that the basic reason behind the rapid growth of alternative tourism is the recognition of the potential for tourism development to produce adverse environmental and
social impacts that undermine the long-term attractiveness of the destinations. In other words, the idea of preserving social, natural and historical assets of tourist destinations becomes principal objective. (Mowforth and Munt; 2003:32) studied the origins of the contemporary alternative tourism. They suggested the origin of alternative tourism around 1970-1980. They concluded that alternative tourism arose to resolve the problem of the conventional or mass tourism industry, which created an uneven development and unbalanced benefits among stakeholders. Actually, the emergence of alternative tourism has followed the evolution of the hegemonic development discourses. It evolved through the age of development that began in the 1950s to modernization in the 1960s to the time of alternative development in the 1970s and neo-liberal, free market and economic growth models in the 1980s.

According to Mowforth and Munt 2003, the four main influential phenomena, which were responsible for the alternative concepts were the failure of economic growth to solve the poverty problems (Economic issues), tourism impacts especially on environment (Environmental issues), the political economy of the global tourism industry that is a natural continuation of historical inequalities between the first world and the third world (Political issues), and the new traveller market of post-modern culture (Social issues).

Alternative forms of tourism consists of tourists package and separate tourists services and can include several types of tourism such as rural, eco, mountain, adventure, (biking, horse riding, skiing, rafting, diving, caving, hiking etc.) and thematic tourism (cultural heritage, ethnic, religious, wine, traditional cuisine, anthropology, traditional music and craft. different forms of alternative tourism serve different purposes. Most forms aim to reduce the adverse impacts of mass tourism. Some forms may aim to reduce or dissipate the influence of the existing industry that
has developed under strong western influences, while some aim only for new or special markets that have emerged as a result of shifts in global trade and the political relationships among different nations. Thus alternative tourism can be seen both as a visions of the future and an adaptation to mass tourism. Most alternative forms of tourism, however, are closely linked with the sustainable development paradigm, accepted by all governments and NGOs. Today the topic of Alternative tourism has become a part and parcel of tourism policies of the different countries of the world and today many research scholars, governments and NGOs are working to find out the alternative of mass tourism. Eminent scholars studied the tourism industry of America. They proposed the term new Tourism for the American tourism industry as a rethinking of the direction of growth. It is not just for visitors, but for communities to develop a tourism industry based on their unique assets. The new tourism was founded on eight principles: unique heritage and environment, preserve, improve and protect the quality of attractions, develop other attractions with roots in their own locale, economic opportunity and cultural enrichment, local services, utilize communication for marketing etc. (ECTWT;1980), a church-based network developed their views on tourism during 1980s. It reported that its main aim is to promote a better form of tourism, indirectly focused on the development of alternative Tourism. They explained that alternative Tourism is a process which promotes a just form of travel between members of different communities, it emphasized on achieving mutual understanding, solidarity and equality amongst participants. The term Alternative tourism was initially defined by different scholars by different names because its not a single name given to a single type of tourism but its a single name given to many types of tourism (Dernoi; 1981) initially defined 'Alternative Tourism' by Accommodations type. He defined the term Alternative Tourism (AT) as
"In alternative tourism (AT) ‘The Client’ receives accommodations directly in or at the host’s home with eventually other services and facilities offered there. Besides accommodation, he pointed out other features of Alternative Tourism which distinguished Alternative tourism from mass tourism. Further (Dernoi; 1981) studied the whole concept of "Alternative Tourism". He highlighted the advantages of Alternative Tourism in detail. He illustrated that the advantages of Alternative Tourism will be felt in five ways-

i. There will be benefits for the individual or family, accommodation based in local homes will channel revenue directly to families.

ii. The local community will be benefitted. Alternative Tourism will generate direct revenue for community members.

iii. For the host country, alternative tourism will help to avoid the leakage of tourism revenue outside the country. Alternative Tourism will also help to prevent social tension and may preserve local traditions.

iv. There will be benefits for international relations. Alternative Tourism will promote International-Interregional-Intercultural understandings.

Today the concept of Alternative tourism has become very important solution to the negative impacts of mass tourism. The importance of Alternative tourism lies behind the philosophy that alternative tourism, a form of tourism that advocates an approach opposite to mass tourism was to ensure that tourism policies should no longer be concentrated on economic and technical necessities alone, but rather emphasized the demands for an unspoiled environment and considerations of the needs of local people (Krippendorf; 1982).
Jafar Jafari (1989) developed a typology of tourism literature according to four platforms. The advocacy (focuses on tourism’s importance to economy and views mass tourism as a ticket to development), the cautionary platform, the adaptancy platform (this seeks new strategies for tourism, including alternative forms of tourism), and the knowledge-based platform (which is intended to contribute the holistic study or treatment of tourism). Alternative tourism is included in the adaptancy platform and it would play a major role in correcting the mistake of mass tourism (Eadington and Smith 1992). Further, the term Alternative was studied by Eadington and Smith (1992:3). They defined the term “Alternative Tourism as forms of tourism that are consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences”. They also extended their views on Alternative tourism and concluded that “to seek ‘alternatives’ to the tourist mainstream is a contemporary but by no means a novel theme”. The history of tourism is replete with centuries of parallel examples. Alternative tourism has been shown to parallel mainstream tourism for more than two millennia (Eadington and Smith; 1993) the tavernas (lodging in small rooms) were created as an alternative to diversoria (Private villas) in Roman Empire. ‘Tramping’ was an alternative to Thomas cook and George Pullman’s railroad tour business in the 19th century. Some types of walking tours, barge and canal tours, bicycle tours, home and farm stays appeared as an alternative to mass tourism in the mid-20th century. (Ibid: 4-6). Therefore, Alternative tourism is a process which promotes a just form of travel between members of different communities (Smith and Eadington; 1992). It seeks to achieve mutual understanding, solidarity and equality amongst participants (Smith and Eadington; 1992. Weaver 1993) analyzed the potential benefits of an alternative tourism designed from the perspective of accommodation, attractions, market, economic impacts and regulations. This more sensitive approach to tourism development strives to
satisfy the needs of local people, tourists and the resource base in a complementary manner. There are many activities which can be undertaken under Alternative tourism.

Alternative tourism is of many types. Gartner (1996) further classified the alternative tourism. According to them, the most well-known alternative tourism is as follows:

- **Cultural and Historical Tourism** - It constitutes a form of tourism in which tourists mainly aim at participating in cultural activities, which is rising worldwide, include visiting historical moments, archaeological sites, measures etc.

- **Health Tourism** - It is developing as one of the basic forms of alternative tourism. Tourists of this type basically aim at the restoration and preservation of their health, remedy and recovery after various diseases.

- **Sports Tourism** - Sports tourism is a dynamic form of tourism that the tourists reception countries try to develop in the frame of their efforts to differentiate their tourism products and in this way to exploit the inactive months and attract various categories of tourists, mainly of high level income.

- **Adventure Tourism** - It constitutes a form of tourism which is characterized by the element of unexpected and the unknown photography, safaris, wondering in unknown regions, trekking, rafting, etc. Mainly young people attract towards adventure tourism.

- **Contact with Nature** (Such as eco-tourism, farm tourism, village or rural tourism etc.). According to Gartner and Tezean, all these types of tourism have been developed because their aim was the harmonious development of tourism and the environment. The rapid and fierce growth of mass tourism leads to search for another form
tourism activity. Further, Alternative tourism later classified by some other researchers depending upon the various activities that tourists undertake at the destination. France (1997), Mowforth and Munt (2003), TISTR (1997a), weaver (1998) studied the various types of alternative tourism. They classified the alternative Tourism in the form of activities or modes of travel and in the kind of support services they entail. Activity forms include such as experience travel, value-added travels, conservations tourism, soft tourism, adventure travel, social awareness travel, eco-tourism, community-based tourism, rural tourism, indigenous tourism or cultural tourism, religious tourism, farm tourism, medical, pro-poor tourism etc. Most of the alternative forms of tourism are concerned much with natural and cultural conservation and have diverse management systems. Later the Alternative tourism has been classified by some other scholars Gartner 1996). Gartner (1996) classified the various activities under alternative tourism. They highlighted the following activities under alternative tourism-

- Cultural and historical based on the unique identity of visited areas.
- Health tourism depending on the resource and type of facility.
- Contact with nature, like eco-tourism activities based on preserved environment having natural inches.
- Sports tourism based on both excitement and the ability to perform the activity.
- Entertainment tourism based on the availability of wide range activities depending on amusement. The major difference between Contact with nature and mass tourism
as explained by (Gartner; 1996) lies in the following points

- The destinations of “A Tourist” are not based on sun-see-sand triptych, but may be regions that are interesting in terms of natural environment.
- The means of transport leading to them.
- The behaviour of tourists, who are conscientious and have an ecological education.
- Tourist’s facilities are usually small-scale and not luxurious hotels.

2.3.1 Alternative Tourism in Global Context:-

The alternative forms of tourism have emerged from the developing countries as an alternate to the conventional tourism. As discussed earlier, the mass tourism had number of negative impacts on physical environment and host communities. Now most of the countries of the world have developed the alternative forms of tourism including the third world countries. The contemporary forms of alternative tourism in the third world countries have been classified into five models after Chiang Mai Workshop in 1984. TISTR (1997) reported on the alternative tourism in the developing countries. They concluded that most of the developing nations of the world have adopted to develop eco-tourism in their countries. They classified eco-tourism as one of the new forms of alternative tourism. It was initiated during 1980s and has become the most popular form today in developing as well as in the developed nations. Eco-tourism aims to shift away from mass tourism. This form of tourism is being promoted by most of the countries of the world including India (Hetzer; 1965). While explaining the intricate relationships between tourists, the environments and culture, Hetzer used the term eco-
tourism. He identified four fundamental pillars that needed to be followed for a more responsible form of tourism. These included:

1) Minimum environmental impacts.
2) Minimum impact on and maximum respect for host cultures.
3) Maximum economic benefits to the host country's grass roots.
4) Maximum recreational satisfaction to participating tourists.

Ceballos-Lascurain, 1980 studied the types of tourism development in Mexico, South America. This was the first time, when term eco-tourism was coined. He defined it as “travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations found in these areas. The workshop on 'Alternative Tourism with a focus on Asia in Chiang Mai in 1984, studied about different stakeholders involved in Tourism development in Thailand. The report of workshop highlighted that two Thai operators strongly promoted alternative types of Tourism in Thailand. Those were Life Travel services Co. Ltd. by Mr. Chayantpholphoke and Alternative Tours (Thailand) Co. Ltd. by Dr. Seri Phongphil. Their services were categorized on model 4 (from the five models of Gonsalves and Halden; 1985) and mainly involved in exploring culture and the rural way of life. Usually profits from these were shared with hosts or community groups. Later Gonsalves and Holden (1985) presented an outline of each of the five models after Chiang Mai Workshop in 1985. There were as follows:-
Model-I  There are brief contacts with local people, as part of the guided package visit to other tourist spots, offered mainly be Christian tour operators in western countries and include visits to local church groups of projects.

Model-II  Home stays and guest houses that include brief or longer visits with host family/community and insight into local life. No tours offered, but the normal food and accommodation locally.

Model-III  Alternative travel agents in sending nations. They not only offered a different experience, but also believe that profits should be shared with third world hosts and community group.

Model-IV  Alternative travel agents in host nations. Although similar to model III, their location makes a marked difference sometimes in the type and range of contacts.

Model-V  Non-commercial learning options. This is a loose group of a variety of possible experiences. They include study tours, work-camps, exchange visits etc. offered by churches and others in both sending and receiving countries. There may be party subsidized, but the visitor often shares in the cost. The main purpose is to study the development situation of the host country.

Gonsalves and Holden (1986) extended their views on the development of tourism in third world countries. They concluded that most of the models of tourism development focused on alternative tour management and are concerned mostly with the benefits to the host people and community. Later tour operators and community developers studied the above models and concluded that second model is the most accepted model in many countries because the local community can play a major role in the reception of tourists.
In addition to this, village tours and nature-based tours have also been organized around the world. The tourism impacts have also been studied in Thailand. In Thailand mass tourism has caused large number of negative impacts on the local people and physical environment (TAT; 1990). TAT after observing these harmful negative impacts, started developing sustainable Tourism and quality marketing programs so as to preserve tourist and to pursue them to stay longer. Further according to TAT, An alternative tourism campaign called Phattharakhu Anurak Thongthiao Thai" (Development coupled with conservation for the protection of Thai tourism) was launched during 1990s. Similarly Countryside commission (1992) presented a report on tourism in Southern Europe. According to this report, in Southern Europe, the traditional perspective on tourism in rural areas is that rural holidays are a cheaper alternative to resort holidays. For example, rural tourism in Portugal was traditionally associated with staying in farms with family. In other areas such as Germany and Austria, rural tourism has always been linked with more affluent. Rural tourists tend to be more different and better educated tourists seeking high quality experiences and products. Pomple and lavery (1993), wrote an article on “Alternative Tourism in Rural areas where he suggested that declining economic activity, restructuring of the agriculture sectors, and out migration of higher educated youth has led to the adoption in many western countries, of tourism as an alternative developmental strategy for the economic and social regeneration of rural areas. Besides rural tourism, the other important type of Alternative tourism is Eco tourism which is developing by all the nations of the world. In America travel department of the American Museum of Natural history has conducted natural history tours since 1953; during their tour they also studied the latest trends in tourism in African
Continent. They concluded that probably the finest examples of the evolution of ecotourism can be found in the African wildlife based eco tourism. Further, studies were conducted in Asia on the development of Eco tourism in Thailand (Cohen 1982). In the beginning the impacts of tourism in Thailand and on the carrying capacity of tourist attraction particularly in Island Tourism and National Parks were studied. Later provincial and regional Tourism development plans which TAT supported during 1977-1990 were proposed. Most of them adopted an environmental approach and were focused mainly on Alternative Tourism development. According to TAT, an Eco-tourism policy and plan was also determined. In the later decades, some academicians and tour operators including NGOs pushed on “Alternative Tourism Agenda” into the platform of tourism development. 

*TISTR (1997)* highlighted the main tourist activities undertaken under Alternative Tourism. It revealed that besides, cultural and rural tourism, Ecotourism seemed to be the most popular form of alternative tourism to almost stakeholders. (Fennell 1998) studied ecotourism activities undertaken under alternative tourism in Canada and also studied the Canadian government’s policies regarding tourism development. He found evidence of Canadian government “Eco tours” which were more operational during the mid-1970s. These eco-tours were centred on the trans-Canada Highway and were developed on the basis of different ecological zones found along the course of the highway. The first of these in country was developed in 1976 based on the eco zone concept; they were felt to be rather progressive for time despite the lack of a focused look at low impact, sustainability, community development and moral philosophy labels that are attached to ecotourism in the 1990s. The Ecotourism concept was brought in and adopted to Thai Tourism after the promotion of new
tourism form during 1980s and 1990s. The main reason behind the adoption of Ecotourism in Thailand was that ecotourism not only promotes environmental conservation and education, but also recognize the right of local community to participate in tourism activities. Besides the activities mentioned above, every country promotes various activities under the alternative tourism. For example in Europe rural tourism emerged as an identifiable activity in during later half of the eighteenth century (Sharpley and Sharpley; 1997). Besides rural tourism, Wild mountainous regions such as the Swiss Alps and the English Lake District began to attract aristocrats initially, then middle-class tourists. Later Sharpley and Sharpley (1997; 20) provided a neat overview of the meaning of rural tourism. According to him, rural tourism may be defined as the state of mind and technically, according to activities, destinations and other measurable, tangible characteristics. Sharpley concluded that rural tourism is an economic activity which both depends and exploits the countryside. Similarly rural tourism in England had gained popularity nowadays and even many surveys were conducted to prove this fact. One such survey was “1996 U.K Day” survey. It was concluded form this survey that one-quarter of all leisure trips are taken in the countryside, which equates to about 1.3 billion visits per year in U.K.. In Asia-Pacific region government as well related stakeholders are promoting Ecotourism. It is estimated that that nature tourism generates 7% of are international travel expenditure. Approximately 20% of all foreign Tourists to Thailand visited nature tourism sites in some countries such as Australia, the percentage is even higher. Assuming that the Asia-Pacific region follows the global pattern, 7% might be used as an extremely rough estimate of the region’s International tourism that can be viewed as ecotourism (WTO; 1997). According to WTO, The
ecotourism in the region is divided into three zones" (1) South and South-east Asia (2) Australia and New Zealand (3) The Peripheral ecotourism areas, including china and Japan to the North and the Pacific islands to the east.

Busby and Rendle (2000) studied some important issue in rural tourism in England. They highlighted that one of the important issue in rural tourism is that many providers are involved in tourism part-time. For example, the main business of farm is in managing land, stock, and machinery and so on. So these farmers are isolated with the lack of knowledge, expertise and training in tourism. Organization can give advice to farmers on how to develop and manage rural tourism businesses such the ministry of Agriculture, Fisheries and food (MAFP). Sharply 2002), wrote that rural Tourism has long been seen as a means of achieving economic and social development and regeneration. More specifically, it has been widely promoted as an effective source of income and employment particularly in peripheral rural areas. Besides, Rural and Eco tourism, Heritage tourism was also studied in UNESCO World heritage sites as a type of Alternative tourism. Heritage tourism in UNESCO World heritage Sites in Barcelona (Spain) Apostolakiss; 2003) affirms that definitions of heritage tourism can be grouped into two differentiated lines: a first one referring to definition more closely related to the tangible and intangible components of the heritage tourism and a second that highlights aspects relating to the consumption of heritage resources and experiences of visitors. These two ways of defining heritage tourism come together in the synthesis offered by Park (2010) who affirms that heritage tourism is closely related to tangible and intangible elements, which are the material and psychosociological testimony of the cultural identity of a nation. (Voase: 2008) explained the relationship between the heritage building and the service personnel. He found that the heritage buildings and the service personnel form a part of the tourism product under alternative tourism offered to
visitors to a cultural heritage sites. In this sense, Voase found that the result of the experience of visitors to a heritage site is emotional one. UNESCO (2012) in its report on cultural and heritage tourism highlighted that UNESCO's list includes cultural, natural and mixed sites in the world heritage lists. Notewithstanding, although 77.4% of the properties in the list are cultural heritage sites mainly just to preserve all the sites for alternative source of tourism. Some other types of Alternative tourism include Pro-poor tourism. Annual Register (2005) reported on pro-poor tourism, one of the major forms of alternative Tourism. The annual register is in new publication of the pro-poor Tourism partnership. The register has been developed following the pro-poor tourism workshop held during 2004. World Travel markets where requests were received for more information on tourism and poverty reduction initiatives around the world. Some other important studies were conducted on protecting mountains and visitor's experience which indicate the Importance of mountain as a product of tourism for adventure activities. In an article on mountains by Hamilton, Lawrence and McMillan, Linda (2006) “protecting mountains and the visitor's experience: Managing to Engage Tourists and Recreationists have studied that there should be mutual support between those who appreciate mountains and take recreate in them and those whose concern is conservation of biological and culture diversity. In return, visitor to mountain, protected areas have a responsibility to exercise care in the way in which they behave and use the area in the interest of both protection of resources and sustainability of social communities. Nowadays even a small project on tourism development is related to sustainable tourism development The Responsible Ecological Social Tours (REST), 2006 project worked to assist Thai communities in Thailand in developing their own small scale sustainable tourism projects which aims to develop the skills and confidence of local community
members, create an opportunity for host communities and their guests to share their knowledge and experiences, develop their commitment to protect the natural environment. According to REST, one of the most important aspects of community-based tourism is that “communities chose how they wish to present themselves to the world”. REST’s CBT projects support grassroots conservation activities and promote environmental awareness.

Even today every form of tourism development is an alternative form of mass tourism. This is as a result of the large scale negative impacts of mass tourism. One of other form of alternative tourism is Social tourism. Many scholars studied the social tourism with special reference to Alternative tourism. The social tourism was defined as tourism with added moral values, of which the primary objective is to benefit the host or the visitor in the tourism exchange. In practice, social tourism usually refers to budget-friendly holidays in the own country, with either individual or as part (Minnaert, Maitland, and Miller; 2007), Minnaert et al. 2009 and Minnaert, Maitland and Miller; 2011)

Farm tourism was also emerged as an important type of alternative tourism in America (Cordell, 2008). In farm tourism Recreational opportunities on farmlands are a service that agricultural landscapes have historically provided to the American society. The countryside is also a top destination for tourism and outdoor recreation in European countries (Aznar, Marsat, and Rombonilaza, 2008). Ballantyne, packer and Hughes (2009) explored the perceptions, preferences and conservation awareness of tourists visiting the Mon repos conservation national park in Queensland, Australia. They concluded that wildlife tourism management practices that enlist tourists as conservation partner, communicate the reason behind any constraints imposed Related to farm tourism recently Agri-tourism has also emerged as an alternative to mass tourism (Jordan and warner; 2010) In Agri-tourism agricultural landscapes as a source of agri-tourism, a type of alternative
tourism. Here agricultural landscapes have been recognized as multifunctional because they not only serve to produce food and fiber but also provide public amenities such as biodiversity conservation, preservation of historic resources, and contribution to the socio-economic viability of rural areas. Agri-tourism generally understood as the recreational visit to a working agricultural family (Barbieri and Valvidia; 2010a, 2010b). Agri-tourism is a result of the concept of recreational multi functionality that has emerged to capture the mix of recreational services that private landowners commonly provide to their family members, close acquaintances and the public (Barbieri and Valvidia: 2010a, 2010b, Gil Arroyo, Barbieri and Rich; 2013) summarized the extant literature identifying three main contentious elements in the meaning of Agri-tourism (Barbieri and Valvidia: 2010a, 2010b, Gil Arroyo, Barbieri and Rich; 2013)

1) The type of setting where the activity occurs, such as farm or other agricultural settings. 2) The authenticity of the agricultural facility or the experience, especially related to working operations and, 3) the type of activities involved, especially related to accommodation and educational services. Gil Arroyo, Barbieri, and Rich (2013) tested Phillip, Hunter, and Blackstock’s (2010) taxonomic definitions of Agri-tourism among different stakeholders and concluded that a conciliatory definition of Agri-tourism should include staged or authentic agricultural activities or process occurring in working agricultural facilities either for entertainment of educational purposes.

Even today Island tourism has also been reported as an alternative to mass tourism. One such evidence came from Australia where Island tourism was studied in detail starting from its impacts (Zulfa and Carlsen; 2011). Zulfa and Carlsen highlighted the range of both negative and positive economic, environmental and socio cultural impacts that has led to diverse opinions on how to sustainably develop and manage Island tourism. Clearly, tourism has led the opportunity to either enhance or inhibit the quality of life and the environments of islands. In
order to ensure that tourism is developed and integrated into communities in a sustainable manner, island tourism planners and policy makers need to be well informed about impacts and the complexities and challenges associated with managing and responding the tourism

2.3.2 ALTERNATIVE TOURISM IN INDIAN CONTEXT:

India presents an evitable combination of culture, Heritage nature, Adventure, leisure and health. Travel could be very old phenomena for India and Indian but tourism as a business is quite new in this sub-continent. Hence organized studies are very few confined mainly to significant destinations and mostly concerned with the conventional tourism and its impacts. Only very few studies have been conducted on the various form of alternative tourism, which has lots of potential in India for further development due to large scale negative impacts of mass tourism on society as well as on physical environment. Therefore, the need of the hour is to develop and promote various types of Alternative tourism in India.

Allekin (1969) Presented and reported to Govt. of India on cultural Tourism and in which he explained the importance of cultural tourism in India. This was the first effort for the development of the culture tourism in India. In the seventies, culture and heritage also seems to be the hot area in study as described in the studies of Gupta (1974) on museums in which he had described various museums of India in detail. Like Alternative tourism in Global context, In Indian context also various impacts of tourism have been studied state-wise and on the basis of different tourism activities. (Chaudhary, Manjula; 2000) in his article on “India’s Image as a Tourist Destination – A perspective of Foreign Tourists indicated that India can develop its image as a cultural destination and as image which is fairly well established. It lacks a positive image
mainly on the infrastructure and safety fronts. A well planned image promotion campaign with the necessary improvements in these areas may be helpful. *Tej Vir Singh (1976)* ("Tourism and Tourists industry") has organized his research work in four section. The first section deals with physical and culture feature, presenting a complete picture of Uttrakhand's Tourism potential in her land and people. Section two is on historical approach tracing the development and evolution of tourism in the state. The third section describes the status of tourism related sectors. The fourth and final section is a study of nine major tourist centres of Uttrakhand having great potential for alternative Tourism activities. Further, *Singh et al. (1982), Kaur (1985)*) studied the various aspects of tourism from history, pilgrimage, environment, Himalayas, National parks and specific area studies. In addition to this, Govt. of India also undertook various surveys from time to time and declared tourism policy in 1982 in which culture and heritage tourism was given importance. *Bisht (1984)* has thrown light on the various elements of Adventure Tourism. He has explained the economics of mountaineering and trekking. Attempts have also been made to study the Impacts of mountaineering and trekking in hilly areas. *Jaryal, N.D and Motwani, Mohan (conservation, Tourism and Mountaineering in the Himalayas, 1986)* in their study observed that Himalayan tourism means tourist's traffic both domestic as well as international, to the Himalayas. The new traveller in Himalayas is often a seasonal traveller who has visited many countries and knows how to get comfortably in Asia. Leh Srinagar, Manali, Darjeeling, Kathmandu, Lhasa, Gilgit and Skardu are in no longer unobtainable names on an unobtainable map, but they are on the list of "must visit places in the world for adventure. It was seen that due to security reasons, foreign Tourists are not permitted tourists the remote mountain areas. In India like
other countries of the world tourism is an economic activity which helps to earn foreign exchange, but on the other hand, it is a medium of social and cultural development, employment and also as a promoter of employment (Maneet; 1992). India has so many places which are famous for their special products like Himachal, Uttrakhand has natural beauty, Rajasthan has cultural heritage etc. (Punia, Bijender; 1997). He has studied in his book "Tourism Management, problems and prospects, the natural and man-made tourists resources in the state of Haryana. He suggested that after promoting highway tourism, the state should now concentrate on the development of alternative form of tourism such as Rural Tourism, Agro-tourism and Farm-tourism. Singh, Kawaljit (1999) wrote a book “Tourism Promotion in India: Recent Trends, in which he has emphasized on requirement of strengthening infrastructure for promotion of tourism in India. For this he also suggested the need of private investment in this sector. He concluded that because of limited potential for diverse kind of tourist activities, promotion of such sports like ballooning, Hand-gliding, Para-gliding, Para-sailing, trekking and hiking etc. can be promoted through innovative planning. Further, some studies were also conducted in the past on religious tourism in India. India has also lots of potential for religious tourism (Gupta; 1999). Gupta in his study praised Indian religious Tourism which grew for many years without causing negative environmental culture and social impacts. The author viewed that pilgrimage have less burden on environment, benefited local communities and provided economic benefits to the local community. The author recommended developing such types of tourism models which benefited local communities without harming natural environment. Hence we can say that religious tourism has very
less negative impacts of tourism. Mishra (2000) undertook a study of religious tourism in India.

The source of mass tourism has more negative impacts on environment especially where the tourism is a major industry. One such destination is Mussorie where negative impacts of conventional tourism has been observed (Madan and Rawat; 2000) It revealed that disorderly and scattered development of tourism infrastructure due to increasing demand for lodges, hotels and other necessary basic amenities led to environmental degradation. The authors viewed that tourism industry in Mussorie got its saturation point and there was a need to develop some alternative places and alternative form of hotels for the development of tourism. To overcome the problems generated by conventional tourism in Uttrakhand, scholars came with the solution and suggested for promoting the rural tourism both at micro and macro level, Government of Uttrakhand is trying to pick up a cluster of villages and converting them into “tourist villages”. (Prasad, N.M, Making Tourism a growth Driver, 2000) In first stage govt. took up cluster of villages near Corbett National park. NGOs and local people guided the villagers on the concept of home stays which will drive economic gains. In last one and half year approx. 5000 foreigners have visited these villages.

In 2001, studies were made on the impacts of Tourism by Dr. Bansal (2001), Modi (2001), Dixit and Sheela (1998), Published a book on Tourism Products of India. In 2002, Dr. Bansal published a book on various forms of Tourism. This book covered almost all the concept of tourism. Singh, Sagar (2004) – in his book “Managing the impacts of Tourists and pilgrims mobility in Indian Himalayas, 2004, studied that due to increased terrorist activities in Jammu and Kashmir, the managing of over-violation in Kashmir was solved since
tourists shifted their destination from J&K to Himachal Pradesh and Uttrakhand Himalayas. So problem of destination saturation in these two regions become so acute. Further, mass tourists are contributing to the deterioration of the environment. Govt. agencies responsible for promotion of tourism should try to manage the tourism traffic. It is necessary to develop a concerted strategy that depends on travel regulation focusing on alternative Tourism. Further, to promote alternative tourism in Ladakh Dixit (2005) studied the tourism potential resources of Uttrakhand. In his study examined tourism pattern in Uttrakhand. He highlighted that religious tourists, pleasure tourists, adventure and nature levers preferred to visit Uttrakhand. Further, these tourists had different behavioural patterns regarding food, transport and accommodation. The study revealed that adventure tourism was the fastest growing sectors in Uttrakhand as compared to other types of tourism. The author recommended that adventure Tourism, Yoga and meditation-related tourism could help in overcoming seasonality syndrome of Uttrakhand. He also emphasized a close coordination of Public, Private and local governments for expanding tourist’s season are Uttrakhand. Further, India has a vast potential for the development of different types of Alternative tourism in every state. Besides Eco tourism Rural tourism was also studied by Deepak Raj; 2007). In their article “Rural Tourism: Scope and Potential in and around Trikuta Hills examined the perception held by local inhabitants about the Impacts of tourism on their life patterns and desirability for its promotion. Even some recent forms of Alternative tourism like “Film Tourism” – ‘Role of Bollywood’ has emerged and their importance is examined in the context of their role which the Indian Film Industry has played in promoting various tourists destination and how places like Spiti (in 3 Idiots movie), Shimla and Manali have
become more popular among tourists especially domestic tourists. (Aparna Raj; 2007). Some other types of alternative tourisms that were discovered by the scholars are Health, Medical tourism etc. (Venugopalan, T. 2007) in his study “Emerging Dimension in Tourism: “India Specific” has highlighted that as an industry, Tourism contributes major part of foreign exchange and generates employment and help in infrastructure development. Thus, new product development and innovation is essential for its survival. He has also given due attention on health Tourism under Alterative Tourism in India which provides world class treatment at low cost incorporating the Indian system of medicine-Ayurveda, naturopathy, siddha and allopath. Further he concluded that besides health, adventure tourism and nature tourism, we should also give our due attention to Mice (Meetings, incentives, conferences and Exhibitions) tourism after the rapid globalization of Indian Economy.

2.3.3 ALTERNATIVE TOURISM IN HIMACHAL PRADESH:

Himachal Pradesh, a state with diverse topography, is bestowed with natural charm and most of the population resides in the rural areas. This beautiful hill state in India nestles in the North-West region of Western Himalayas and spreads over an area of 55673 sq. kms. Although tourism is one of the major industries of the state government but a careful planning is required only than we can harness its full potential. As we have seen the negative impacts of mass tourisms in Global and Indian context, similar impacts have been observed in the major destinations of Himachal Pradesh also. The places like Dharamshala, Mcleodganj, Manali and Shimla are suffering from the serious impacts of mass tourism. These impacts may be related to their carrying capacity, environmental degradation, socio-cultural impacts, crime, over-crowding etc. Therefore, now the need of hour is to develop Alternative of Mass tourism. Himachal being a state with diverse topography, culture,
religious practices, adventure, and is bestowed with natural charm and most of the population resides in the rural areas. So we can utilize these resources to attract tourists to Himachal Pradesh. Himachal Pradesh especially the tribal areas which is the study area of the present study have lots of potential for the development of Alternative tourism like rural tourism, nature based tourism, community based tourism and adventure tourism, cultural and religious tourism etc. but the development and promotion of such types of tourism require a careful planning so that profit is maximum with very less or no negative impacts.

The government Policy of 2005 and 2013 defined the thrust areas of tourism development in the State. These thrust areas are based on the development of Alternative tourism in Himachal. These thrust areas are the development of Rural tourism, health tourism, eco tourism and exploration of unexplored and hidden areas specially the tribal areas of Himachal Pradesh. Even today government is promoting the concept of Home stays in the State as an alternative to hotels so that local community can be benefited. Today most of studies are focused on the development of Alternative tourism in the State. (Batta, Ravinder N., Ecotourism and sustainability: 2003) has studied that with 32 wildlife Sanctuaries, 2 National parks and 36% land under forests, Himachal Pradesh has a great potential to offer nature-based tourism as an Alternative forms of tourism. Jai Singh Parmar: 2005 on “Tourism Potential in Himachal Pradesh” has studied that tourist inflow in Himachal Pradesh is increasing. Hence the policy planners should initiate steps to develop more attractive tourist destination for promoting alternative Tourist activities. A need of the hour is to promote the facilities in all the tourists' centres and to develop adventure tourism in the tribal areas of the State. He emphasized on the need of improving transportation and accommodation facilities for the
tourists. He concluded his research paper by mentioning that it is safe to say that there exists a great tourism potential in the state which provides enough scope for growth. There are some scholars who specifically studied about the tourism potential in unknown destinations. (Kumar, Maneet; 2005), One article “Himachal Tourism in retrospect and prospects highlighted that there is a great potential in Himachal state which is still untapped and provide ample scope of growth. He is of the opinion that an integrated approach and compassing products identification, infrastructural needs and support services can lead the state to make it a tourist paradise. There is a vast potential for promoting alternative tourists activities in Himachal Pradesh. The activities such as Hand Gliding, Ballooning, Skydiving, Skiing, Heli-skiing, River rafting, Fishing, Boating, Trekking, mountaineering, rock climbing, horse-riding, nature walking etc. should be encouraged under Alternative Tourism. Rishi and Girdhar (2007) in their paper evaluated tourism industry in Himachal Pradesh with help of SWOT Analysis. It highlighted the unique natural offerings of Himachal Pradesh which it could not cash due to lack of various facilities like food, transportation, water and accommodation etc. The researcher viewed that to leverage tourism potential, it was necessary to analyze the needs, perceptions, and satisfaction level of tourists. The study concluded that Himachal Pradesh has vast potential of becoming one of the world’s top destinations provided it developed its infrastructure facilities and promoted its offering in a suitable manner.

2.4 Conclusion and Research Gap

From the detailed discussion and the review of literature of various authors and researchers about tourism and its impacts as well as the reasons for the emergence of new forms
of tourism that is alternative tourism, it may be concluded that the main objective of tourism development is to maximize the profits without taking into account the impacts of tourism. Just because of these views on tourism development, the negative impacts of tourism are overtaking the positive impacts of tourism around the world as well as in India. Therefore, today there is a need to develop the alternative tourism products and destinations so that negative impacts will be less and the positive impacts are more. Today there is a dearth of studies in the Indian tourism. Most of the studies were conducted on Indian tourism perspectives are focused on general tourism concepts, impacts of conventional or mass tourism and some of specific types of alternative tourism like eco-tourism etc. The review of literature suggests certain trends:

1. Tourism has been variedly viewed by the sociologists, economists and other scholars as a cause of development.
2. Tourism is considered as an agent of social change bridging gaps among nations, regions and people and helping them to open for wider consideration of investment throughout the world.
3. Tourism is the sum of relations and phenomenon, which results from travelling and visiting an area by non-residents.
4. Tourism has both positive and negative impacts on physical environment, society and its culture and economy.
5. While tourism development has less negative impacts on economy, as it creates employment, foreign exchange etc. to the host countries whereas tourism development has more negative impacts on physical environment along with some positive impacts like tourism encourages conservation and preservation of natural environment.
The review of literature also suggests negative impacts of tourism on local community mainly on their culture.

6. Many authors have noted a recent shift in marketing philosophy, from a focus on transaction to one of the long-term customer-provider relationship.

7. The literature clearly suggests that the latest trend in tourism development is moving towards sustainable development of tourism around the world. Because of more negative impacts of mass tourism on local community and environment, the alternative tourism emerged during 1980s in the developing nations.

8. Alternative tourism trends provide answers to the maladies of mass tourism and are now being encouraged by most of the countries of the globe.

9. Alternative tourism is specifically focused on the participation of local community in decision making processes related to tourism development.

10. The literature suggests that alternative tourism is one name under which many activities and types of tourism are included. The most common alternative forms of tourism include Eco-tourism, sustainable tourism, adventure tourism, community-based tourism, pro-poor tourism, ethical/cultural tourism, religious and nature-based tourism etc.

In the light of the conclusions derived from review of literature, it may be said that tourism can be seen as a promoter of development both at macro and micro level, but careful planning of tourism development is required. Further keeping in mind the negative impacts of tourism, sustainable development is needed which can be achieved by promoting alternative types of tourism. So research must be carried out to study and understand the concept of alternative tourism in
detail so that we can harness the benefits of alternative tourism in future. Review of literature suggests that there is a lot of gap in the study. This gap is as follows -

- No study has been undertaken on the alternative tourism in the tribal districts of Himachal Pradesh.
- Host community can play an important role in the development of tourism in a state. No study has been conducted on their role in the promotion of tourism and their participation in tourism development. Local community is directly affected by tourism and the various policies of tourism. But no study has been undertaken to know their opinions regarding the tourism policy of the state.
- Some research papers have been published on some specific form of alternative tourism in India, but no research has been conducted so far on the whole concept of alternative tourism.
- Every study on tourism development in Himachal Pradesh suggests that there is a seasonality concept in tourism, but no study has been undertaken to address the issue of seasonality, which can be easily overcome by developing and promoting alternative tourism.
References


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