CHAPTER VI

CONCLUSION:
Observations and Suggestions
CONCLUSION: OBSERVATIONS AND SUGGESTIONS

Sustainable development remains closely dependent on tourism planning. In the book Tourism Planning: An Integrated and Sustainable Development Approach, Edward Inskeep and Mark Kallenbarger provide the planning principles for development of tourism. They made an evaluation of six tourist resorts and the results of the same were published by the World Tourism Organisation (WTO), in the year 1992. The publication is titled "An Integrated Approach to Resort Development - Six case studies". The tourism resort projects covered in the study are:

Nusa Dua Resort, Bali, Indonesia

Pumun Lake Resort, Kyongjis, Korea,

Cancun Resort, Mexico,

Puerto Plata Resort Project, Dominican Republic

South Antalya Tourism Development Project, Turkey

Lanzarote Tourism Planning Project, Canary Islands, Spain

"Tourism Planning and Development Issues" published by the George Washington University in 1980 contains a collection of papers on various issues concerning tourism planning. The book also includes some papers on methodological issues like (i) Estimating consumer satisfaction associated with an increase in public tourism supply (ii) Estimating the demand for International Tourism using time series analysis (iii) Multi-
stage models for the development of International Tourism forecasts for states and regions, etc.

On the economic impact of tourism, the country studies organised by the Economic and Social Commission for Asia and the Pacific (ESCAP) on economic impact of tourism in Bangladesh, India, Indonesia, Maldives, Malaysia, Pakistan, Philippines, Republic of Korea, Sri Lanka and Thailand revealed that the countries in the Asia Pacific region were greatly benefitted due to tourism. The multiplier effect of tourist expenditure in the economies of these countries were assessed in terms of output, income and employment multipliers, leakages and backward linkages. The results are summarised in the following table:-

<table>
<thead>
<tr>
<th>Country</th>
<th>Output Multiplier</th>
<th>Income Multiplier</th>
<th>Import leakages</th>
<th>Employment per US $1000</th>
<th>Backward linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>1.620</td>
<td>0.885</td>
<td>0.115</td>
<td>1.381</td>
<td>1.62</td>
</tr>
<tr>
<td>India</td>
<td>2.069</td>
<td>0.930</td>
<td>0.070</td>
<td>1.906</td>
<td>2.07</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1.590</td>
<td>0.875</td>
<td>0.125</td>
<td>0.473</td>
<td>1.55</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1.630</td>
<td>0.371</td>
<td>0.629</td>
<td>0.158</td>
<td>1.63</td>
</tr>
<tr>
<td>Maldives</td>
<td>N.A.</td>
<td>0.479</td>
<td>0.522</td>
<td>0.107</td>
<td>N.A.</td>
</tr>
<tr>
<td>Pakistan</td>
<td>1.612</td>
<td>0.546</td>
<td>0.432</td>
<td>0.403</td>
<td>1.61</td>
</tr>
<tr>
<td>Philippines</td>
<td>1.692</td>
<td>0.792</td>
<td>0.146</td>
<td>0.539</td>
<td>1.69</td>
</tr>
<tr>
<td>Rep. of Korea</td>
<td>2.018</td>
<td>0.400</td>
<td>0.600</td>
<td>0.122</td>
<td>2.02</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>2.212</td>
<td>0.743</td>
<td>0.257</td>
<td>0.445</td>
<td>2.21</td>
</tr>
<tr>
<td>Thailand</td>
<td>1.503</td>
<td>0.809</td>
<td>0.191</td>
<td>0.215</td>
<td>1.50</td>
</tr>
</tbody>
</table>

Judging from the results of the multipliers, India has surprisingly performed quite well with the high output multiplier, the highest income
multiplier and the lowest import leakages. Even in the employment segment, per 1000 $ India generates 1.906 per person employment and has a very high backward linkage of 2.07. It would therefore seem that from the economic impact perspective, Indian Tourism is more sound than the neighbouring South Asian countries. Though the number of tourist arrivals in India was 2.37 million as on 1997-98, the average duration of tourists staying in India is approximately 28 days, which results in 66.36 million tourist nights as compared to the 7 million arrivals in Singapore with an average tourist stay of 3 days, resulting in 21 million tourist nights. Seen from this population foreign tourist arrivals in India is less population intensive and therefore more viable from a sustainable tourism concept.

The concept of sustainability has to also take into consideration the cultural impact of tourism on the host population. A meeting of the World Tourism Leaders in Manila on 22nd May 1997 specifically discussed the social impact of tourism and the WTO's publication of the discussions highlights the possible negative and positive impact of tourism. The negative social impact of tourism may be due to cultural difference between the tourist groups and the host population if the visitors are not adequately sensitive and aware. Some times it results in disruption in the social order and culture of the host community. It sometimes has the potential of causing social discontent and disharmony. Very often exotic host cultures

1. World Tourism Leaders Meeting on Social Impacts of Tourism Manila Phillipines 22nd May, 1997, WTO.
are very fragile and impressionable and the dominant personality characteristics which are carried forth by the visitors can create problems with the local culture. Some times if traditions and values of the host cultures are not respected, interaction between the tourists and the host country can become offensive leading to political and social discontentment.

Since tourism is a transient experience, some times the excessive emphasis on pleasurable activities and exaggerated behaviour of some tourists towards activities such as gambling, taking drugs and using prostitutes can create major problems for the host population. Occassionally when a tourist destination gets a reputation of sex tourism, it may attract tourists more dedicated to only such type of tourism. Thus in the long run this place becomes a degraded tourist destination and also causes a bad reputation for the specific country.

There are also obvious and major positive benefits socially, economically and culturally when tourism flourishes. Social benefits of tourism flow from cultural exchanges between various countries and appreciation of cultures and understanding of peoples of the respective countries. Tourism attracts the involvement of people who are dependent on traditional arts and crafts, ceremonies and traditions. This in itself revives dying art forms and traditions all over the world. Countries who have emphasised on tourism have found resurgence of their traditions, their arts and crafts which were once neglected. Bali in Indonesia is an example where the folk art forms and dances have been witnessed by
millions of tourists all over the world. Since most tourism products are in interior and rural areas, tourism becomes an engine for rural development and causes dispersal of income and industries. It also leads to employment in the rural areas and upgradation of life styles in such areas. Examples can be seen in India where the states of Rajasthan, Goa and Himachal Pradesh and Kerala have developed tourism as their main industry and have opened up rural areas for tourism which are creating a vast pool of small tourism enterprises and raising the living standards of the rural population.

The negative social impacts of tourism such as exploitation, bad reputation of destinations, cultural deterioration and overuse of natural resources can be overcome with proper tourism developmental planning involving the community to participate in tourism awareness and tourism activities involving the indigenous population in tourism management. The planned initiatives should be to disperse the benefits of tourism to the rural areas and develop entrepreneurial initiatives from the local communities who by and large should manage their own establishments and on realistic image building exercises of the tourist destinations. Management of tourism can be successful only if there is a proper legal framework for tourism development and for the protection of both the visitors and the host communities. Women are major actors and stakeholders in tourism and they need to be involved in the decision making and in the productive participation of the tourism agenda and its operation.
The concept of sustainable tourism development has been debated, as sustainable development is a concept which draws on two frequently opposed intellectual traditions, one concerned with the benefits which the industry presents to the human being, and the other the potential for human material development which is locked up in nature. Sustainable tourism development needs a proper balance between the natural environment and the process of economic growth. Tracing the environmental impact of tourism, a high quality environment is essential for the promotion of coastal tourism in the Asian and Pacific Region. However, the quality of coastal environment is under a constant threat by the growth and development within tourism itself. This is because the economic objective of the tourism industry often runs counter to coastal environmental considerations. Owing to this paradoxical situation in a broad scenario, three options have been chalked out:-

(i) To continue promoting such economic activities and, in so doing, to accept a certain degree of coastal environmental deterioration; or

(ii) To give priority to coastal environmental conservation and forfeit most of the potential income from tourism;

(iii) To follow a middle path between "tourism growth" and "environmental conservation," with trade-offs calling for careful choices detrimental to neither but supportive to either.

The third option is obviously the best choice to promote the tourist industry from a qualitative as well as quantitative standpoint. The option
calls for assessment of trade offs. This, however, can be done only with a detailed knowledge of the environmental impacts of coastal tourist activities.¹

Similar to other categories of tourism, coastal tourism, renders both positive and negative consequences. Certainly it has provided benefits to tourists, indigenous communities and nations, but it has also created adverse impacts on coastal resources. Some of these positive and negative impacts of coastal tourism relating to the tourists and indigenous communities have been summed up in ESCAP’s study as shown in table below :-²

**Positive and negative impacts of tourism on tourist and indigenous communities**

<table>
<thead>
<tr>
<th>Impact</th>
<th>Tourists</th>
<th>Indigenous communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>Opportunity for leisure and enhancement of knowledge</td>
<td>Creation of improved facilities and infrastructure, economic benefits, conservation of natural and cultural resources</td>
</tr>
<tr>
<td></td>
<td>Encountering exotic experiences</td>
<td></td>
</tr>
<tr>
<td>Negative</td>
<td>Dissatisfaction with respect to their expectations</td>
<td>Over-straining facilities and infrastructure, socio-economic unrest; damage to the cultural traditions and natural environment.</td>
</tr>
</tbody>
</table>

2. Ibid.
Initiatives and activities, in coastal tourist sector are carried out by a number of actors including government agencies, the private investors or developers, the tourists themselves, or by all, and the net result is both short-term and long-term impacts on environmental resources. The short-term impacts are basically associated with the construction phase of projects such as construction of hotel or resort buildings, provision of public utilities or development of infrastructure. The long-term effects are generally associated with the operation and maintenance of tourism development components and sustaining tourist recreational activities. Many of these can impact either directly or indirectly on the coastal environmental parameters.

A typical example of both short and long term impacts on the environment is the promotion of golf tourism in the Asian and Pacific region which has led to massive growth in construction of golf courses particularly in coastal areas.

The following account gives some of the prominent impacts of tourism development on the coastal environment which have been categorized into four groups:

(1) Impacts on physical environment;
(2) Impact on ecological environment;
(3) Impacts on human-use values;
(4) Impacts on quality-of-life values.
Some of the obvious impacts of tourism-related activities on physical environment of the coast include soil erosion, landslide, water quality degradation, coast-line changes, etc.

Impacts on ecological environment include coral reef damages, loss of mangrove forest, depletion of marine lives, drying up or contamination of underground water etc. Pollution associated with excessive waste water discharges in coastal waters is a cause of damage of 10 per cent of Thailand's coral reefs. It is an important cause of damage in such resorts as Pattaya, Ko Samet, Phi Phi Don and Patong Bay.

In Maldives, impacts on the reefs are visible but the degree of impact on resorts differ. Diving associated damage to the reefs, for example, vary depending on the awareness level of both the resort management and the dive masters. Most diving associated damage to the reefs can be attributed to beginners and other non professional divers.

Environmental implications of tourism-related activities also concern human-use values. Some obvious impacts have been recorded on water supply, public beach access, land use, landscape, and loss of shoreline's beauty etc.

Uncontrolled urban development in the coastal town may also lead to visual pollution, unaesthetic values and non-compatible architecture.

In general, the landuse and building control in various countries in the ESCAP region are quite weak when compared with developed
western countries. Codes, regulations or ministerial decrees concerning the banning of building constructions on certain areas should be conserved as the control of building height, colour, form, covered area ratio (CAR), or floor area ratio (FAR) are very slow and hard to be promulgated or implemented.

Quality-of-life, particularly of the local community, is another aspect which is affected by tourism activities. The impacts are related to health, socio-cultural aspects, and public area occupation.

The Indonesian case-study mentions that the condition of sanitation in Bali, is one of the worst compared to other international tourist resorts. The best sanitation system in Bali is the one developed by Bali Tourism Development Corporation (BTDC) for hotel in Nusa Dua which uses an integrated and recycled solid waste disposal treatment. While other hotels beyond BTDC jurisdiction use traditional septic tanks which admit waste water and excreta only from toilets. Wastewater from other sources are thrown directly into the surface drains leading to rivers. It is not surprising therefore that the river water around Denpasar, Kuta beach, Nusa Dua and Sanur has been polluted badly leading to periodic cases of stomach ailments (20 per cent of tourist in Bali suffer from such ailments).

National parks play an important role in promoting tourism in almost all developing countries. Many of these areas are focal points for international tourism, particularly in eastern and southern Africa, Costa Rica, Ecuador, India, Nepal and Indonesia. In most countries of Asia and
South America, tourism to national parks has primarily been a national phenomenon, and until very recently foreign tourism was only a secondary objective. Cibodas Reserve in Java, Khao Yai National Park in Thailand, Bharatpur National Park in India are other examples where domestic tourism and recreation is very significant.

Tourism to natural areas is economically important in many developing countries; in virtually all tropical areas, the attractions of nature are used in tourist promotions irrespective of whether national parks are appropriately developed or not for tourism. In the countries with particularly outstanding natural attractions, tourism is often used as the primary justification for the creation of national parks. In Kenya, for example, tourism is the largest earner of foreign currency, and contributed $400 million in foreign exchange in 1988. Nepal earned about $45 million in 1983 from visitors attracted primarily by Himalayan geography, nature, and culture. Economic models in Kenya's Amboseli National Park showed each lion to be worth $27,000/year in tourism revenues; the elephant herd was determined to be worth about $610,000/year merely for viewing purposes. Such animals are worth far more alive as a tourist attraction than dead; the comparable gross yield from hunting would be appreciably less than 10% of this value. Moreover, the total park net returns (due mainly to tourism) amount to $40 per hectare a year compared to 80 cents per hectare under the most optimistic agricultural returns.

Among conservation officers in East Africa, the often voiced principle is "Wildlife pays, so wildlife stays". But nature tourism in developed countries is as even more lucrative business. The socio-economic benefits of tourism in national parks can be considerable since tourism generates local employment, both directly in the tourism sector and in the various support and resource management sectors. It stimulates profitable domestic industries - hotels, restaurants, transport systems, souvenirs and handicrafts and guide services and it generates foreign exchange and diversifies the local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient. The rural economy is stimulated by creating demand for agricultural produce injecting capital and also stimulates improvements to local transportation and communications infrastructures, which brings benefits to local people.

Further since protected areas which are developed for tourism become showpiece areas of a country, local government may be willing to provide extra resources to promote development in surrounding areas. It encourages productive use of lands which are marginal for agriculture, enabling large tracts of land to remain covered in natural vegetation and if adequately conducted, can provide a self-financing mechanism for the park authorities and consequently serve as a tool for conservation of the natural heritage while creating recreational facilities which can be used by local communities as well as domestic and foreign visitors.

Properly planned and managed tourism - which is what ecotourism
is really about - is both non-polluting and renewable. If ecotourism is to receive a higher priority in government plans, especially in developing countries, considerable effort has to be made to effectively involve local inhabitants in the tourism activity. Usually, the rural populations living closest to protected areas are characterized by very low incomes, with few viable economic options. Ecotourism can represent for these people a valid economic alternative, with the additional advantage that these inhabitants can be converted into the most efficient wardens and conservationists of these natural areas, since their welfare depends on the preservation of the natural qualities of their environment. Frequently, these local inhabitants possess a notable practical and ancestral knowledge of the natural features of their region (landscape, flora and fauna) and - with a certain amount of training - can be developed into effective nature guides. They can also directly participate in economic activities derived from the operation of hotels, restaurants and other tourism services.

Besides natural parks, marine parks not only arouse interest but, properly managed, also help to maintain the quality of recreation resources that attract tourists. There are a number of parameters used to measure monetary benefits of protecting coastal and marine areas. Even though protected, national parks are not immune to deterioration as a result of inappropriate management, pressure from the surrounding human population, and over-use by tourists. One of the most pressing problems of many national parks and protected areas today is how to cope with the increasing number of visitors seeking recreation in natural environments.
The benefits of tourism in national parks can be considerable, but the adverse effects which inevitably accompany the positive ones need to be addressed by careful planning and effective management. The guiding principle for tourism development in national parks is to manage the natural and human resources so as to maximize visitor enjoyment while minimizing negative impacts of tourism development. This requires an objective assessment of potential negative impacts and a thoughtful analysis of how this potential can be controlled.

STRATEGIES

Certain countries have followed specific strategies to secure sustainable tourism development. Korea for example have utilised legislative and planning measures and a comprehensive tourism development plan for each province to regulate and protect the environment. Kangwon Province seeks to translate the Korean strategy into practice. It is a place with high tourism potential, two hours driving time from Seoul with about 20 million population. The Korean strategy proposes a Honey Pot concept in which tourism complexes are designated around the major cities that are closed to major tourism attractions. All tourism facilities, hotels, parks etc. are housed in the complexes. The Honey Pot needs to be designed to induce active tourism demand which potentially has high negative environmental impacts but has a high positive economic impacts. Nature oriented tourism attractions nearby are designed to satisfy the specific tourism demand which has less likely damage to the

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Dr. Choi Seung Dam.
Tourism 2000 - Building a Sustainable Future for Asia Parific WTO, Madrid : 1997 Pg. 120-174,
environment. The lesson drawn from the Korean case suggest success of tourism development largely depending on the quality of tourism development plan. Secondly in order to enhance the effectiveness of a sustainable plan, close cooperation is required amongst planners, government agencies and residents of the hosting community.

Korea has planned development of tourism and it places pertinent focus on the given spatial model, of tourism development.
In Sri Lanka in recent times laws and regulations on environmental conservation, wildlife, and cultural heritage conservation have been enacted and implemented. Environment impact assessments have been prepared for tourism development projects.

In Thailand, the strategy is the confluence of two way public policy and implementation of top down and bottom up strategies. The top down strategy involves policy and guidelines for environmental protection and proper funding for specific projects. In the bottom up strategy local communities have to decide what kind of tourism they want. A critical role is also played by non-governmental organisations which act as effective watch dogs.

Thailand has sought to change the image of the destination by launching major national award schemes to recognise tourist businesses with outstanding contributions to the preservation of environment, culture, and heritage. The policy is to attempt to educate and train the community on the adverse impact of tourism and promotion of responsible tourism. In the Koh Samui Resort, Thailand has attempted to implement its strategies which has led to a higher standard of living for the local people, more purchasing power and facilities to gain more education and enjoy a better social life. There is improved infrastructure, better water supply and sewerage treatment system and increasing sense of hygiene among the local population and the tourists.

In Austria, the country, which is heavily dependent on tourism since last 100 years and whose tourism products are vulnerable mountains...
and spas, management of tourism has been very carefully monitored and tourism plan is based on destination planning with demands and needs of local people kept in view. The planning is done with the consent of the local people who have a very strong lobby and are actually the deciding group for location planning. In fact the quality of life in rural areas in Austria is considered better than in many cities. One of the most important features of Austrian tourism infrastructure in fact is that the local population through family enterprises own 90% of the accommodation. This has not only solved the problem of employment for Austrian families but has kept them attached to the ancestral land and traditions. Family enterprises are the unique selling proposition for tourism in Austria. Perhaps the Austrian model is one of the best models of tourism particularly for small countries such as Nepal and mountainous regions and the states of India such as Himachal Pradesh, Garhwal and Kumaon hills of Uttar Pradesh, Sikkim, Darjeeling and the North Eastern States of India.

In India the strategy followed for tourism has been a bit cautious. The foreign tourist arrival is 2.37% in 1998. Most of the tourists coming from abroad are usually adequately sensitized towards environmental and cultural aspects to be respected. However, the major problem in India is faced more due to population pressure which gets aggravated when there is a large movement of domestic and pilgrim tourists. 150 million domestic tourists move across India constantly and large congregation of pilgrims arrive at one particular spot during a particular period of time. The pressure of domestic tourists and pilgrims create a heavy stress on the infrastructure.
at all the tourists and pilgrim destinations. Unfortunately Indian tourists by and large feel that going for a vacation should give one, the freedom for exaggerated behaviour and often imitate the Bombay films which are unrealistic and noisy. There is considerable disturbance of animals in National Parks, plucking of rare flowers, creating noise, throwing garbage and plastic bottles and bags in the streams and mountains.

In order to sensitize domestic tourists on respecting tourist destinations and cultures they encounter, the Government of India has released the Eco-Tourism Guidelines and Policies for the Actors in the field of Eco Tourism segments such as the tour operators, the tourists, the host population, Government agencies and Non-Governmental Organisations. There has to be a sustained effort to create awareness among the domestic population. While not disturbing the rituals of the pilgrims, even they have to be sensitized towards the need for a hygienic environment and an orderly manner of seeking blessings of deities. Such a management of pilgrim tourism has been attempted at the Tirumala Hill at Tirupati in Andhra Pradesh which receives at least one lakh pilgrims every day. This model has worked out well and can have a demonstration effect for other pilgrim centres to replicate.

Observations:

In a WTO forecasting Study 'Tourism 2000 Vision', it has been brought out that tourism forecasting is a dynamic process and needs to be revised regularly to accommodate changes in global economic conditions and the nature of international tourism. The revision is often required
specially in considerations of short term financial crises such as that which was faced by East Asia and the Pacific Region in 1997.

According to the new estimates, the number of international tourists worldwide will reach 1.6 billion by 2020. Receipts from international tourism excluding transport are projected to increase more than three-fold between 1995 and 2020 to reach US$ 2 trillion. By then, more than US $ 5 billion will be spent on travel abroad every day. In terms of markets share, East Asia and the Pacific will overtake the Americas by the Year 2010 and become the second most visited region in the world, improving its share to 27.3 per cent by 2020.

With the scale and variety of tourism development, East Asia and the Pacific is set for a promising growth prospect. The region is expected to receive 438 million international tourists by 2020 as compared with its current figure of 90 million in 1997. The growth rate will remain 2 percentage points above the world average. The volume of international tourist arrivals in South Asia, though relatively low, is expected to amount to 19 million in 2020, almost five times higher than in 1995. The region's share of the world market will reach the 1 per cent level by the Year 2010 and will rise to 1.2 percent by 2020. Between 1995 and 2020, an average annual growth rate of 6.1 percent is forecast which is above the world average.

The main destinations in 2020, among the top ten will see China
becoming the leading destination and Hong Kong also entering the top ten list. The fast growing destinations of Thailand, Singapore and Indonesia will also move rapidly into the top 20 list.

The revised forecasts for the East Asia and the Pacific (EAP) indicates that there will be a strong growth in 1998 in terms of inbound tourism from long-haul markets. Europe to EAP will grow at 15 per cent and the Americas will grow at 12.5 per cent while the rates will slow down in 1999 and 2000. In terms of intra-regional tourism in EAP, 1998 will face a zero growth rate with substantial improvements in 1999 and 2000. The loss of intra-regional arrivals will eventually exceed the forecast increase of long-haul inbound arrivals.

In order to cope with the current crisis and its impact on tourism in Asian countries, three major counter measures have been suggested by the WTO Chief of Statistics and Forecasting. First that national tourism administrations must concentrate their marketing efforts on long-haul generating markets, in particular Europe and North America. This is to take advantage of the value-for-money factor. Marketing efforts should also be intensified on domestic tourists in order to compensate for the loss on the international front. For the time being, less attention is required for intra-regional marketing. Second, countries should not be tempted by the low price trap. "Buying" tourist demand creates the image of a cheap destination which is extremely difficult to change in the long run. Finally, the planned investments in long lead time infrastructure and facilities should not be abandoned due to the short-time crisis. The present downturn
represents a two year blip. 2000-2010 will see the resumption of strong growth rates. Expansion of infrastructures and facilities will be needed to cater for this anticipated tourism growth.

One important shortcoming in the tourism sector is the lack of a solid, comprehensive and internationally uniform information base on the economic implications of tourism. Currently available statistical information is, on the whole, scanty and incomplete, for the most part focusing on simple calculations of international arrivals without any subsequent analysis of the impact of tourism activity on the economics of the different countries and, by extension, on the international economy.

This situation deprives both the authorities and tourism companies of information essential to making public policy or developing business strategies and at the same time contributes to a regrettable lack of social awareness of the importance of tourism as a factor promoting economic growth and as a source of employment.

Tourism has emerged as the single largest economic activity on a worldwide basis, the significance of tourism to the economic and social life of all nations is now undisputed. However, this economic importance is not properly reflected in the existing national accounting framework and thus, not adequately taken into account in government policy development.

for all nations to plan their tourism policies, strategies and activities for the next millennium.

**Concluding Remarks**

In conclusion it can be said that for Tourism to become an economic resource, any modification that it makes of the environment must be in a positive direction and if it is to endure its regenerability, needs to be ensured. The environment need to be regulated if it is to be defended and regulation must extend to all levels from international to that of local bodies and the policy of the communities and private operators and tourist themselves. Therefore, Sustainable tourism needs legislation, planning, appropriate data base and research, environment and impact assessments, management of sites, protection of culture, infusion of clean and appropriate technology and economic integration, control measures and proper management strategy.

Planning must proceed at the private as well as governmental levels and with proper collaboration between the two, planning must be pursued on every scale including the smallest possible scale and comprehend long term budgeting as well. Planning must find expression in the effective action through the state, district and village levels. Management of sites is a very important factor and need technical and professional inputs. In India, Site Management, even as a concept, is as yet not developed and great tourism resources and heritage monuments are managed by "chowkidars".
Globally WTO has worked out indicators of sustainable tourism for Resort Managers, Park Managers, Stake Holders and local communities. The indicators focus on what managers need to know most to reduce the risk of inadvertently taking decisions that damage natural and cultural environments. The key building blocks for Sustainable Tourism management include planning framework for tourism, monitoring of the core indicators by measuring and tracking data, standardizing the measuring indicators and putting in place accountability and reporting systems on impacts of tourism on particular sites.

The key to sustainable tourism development remains planning at the national, regional, local and political bodies level. Developing indicators and economic models, drafting rules and regulations for least impact damage to the environment and heritage and encouraging promotion and information to public debate. For example the federal system of planning and implementation in India needs much to be desired in tourism planning at the local level. Often overuse of tourism destinations have resulted in very short destination cycles of tourism in a particular place, as seen in the cases of Manali and Dharmshala, which have emerged as tourist destinations in a hurried and unplanned manner, which have degraded into over-crowding and congestion and loss of historic heritage and environmental resources.

The objectives and impact of tourism have to ultimately benefit the local population and the local needs and therefore, involvement of the local host population in not only tourism planning, but in the marshalling
of the economic advantages in a balanced and regenerative manner, has
to be the key to tourism development. "Green Consumerism", where the
client has to pay for the environment, can help in regenerational activities.
The development process therefore, must create opportunities for
improving the quality of life and enhance the environment by making
good any loss of value of capital and avoiding irreversible actions. It must
also create opportunities for the poor and disadvantaged, since tourism
has greater impact on the poors than on the wealthy.

The possible concerns of tourism of the future and in the next
millennium will, perhaps concentrate more on alternative tourism, self-
enhancement tourism, nature protection tourism, soft and defensive
tourism. It is very probable that India will become one of the main
sanctuaries of the soul, where people will flock for self-enhancement,
spiritual and experiential tourism with deep concern for environment, the
culture of the people and the heritage of the country. However, the seeds
of such quality tourism is still at a nascent stage and a large majority of
Indian and international people are yet to be ushered into such a conceptual
orientation. However, in the words of Lord Buddha, Sustainable Tourism
is summed up as "listening to the voices of the past, thinking ahead towards
future, questioning whether the solution is appropriate within the context
of that environment and then writing the truth". If we follow these wise
words, perhaps India and other Asian destinations, can save their natural
and heritage resources and move to a more prosperous and harmonious
future.

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