REVIEW OF LITERATURE

2.1: Introduction

The prime aim of the literature review is to generate the ideas, awareness and understanding on related studies that have been explored in the past. It enlightens the researcher with novel ideas, facilitates the researcher in finding out the gaps and formulating the methods. The researcher has thoroughly gone through various literatures related to tourism motivation, tourism infrastructure and the tourism impact such as ecological, economic and socio-cultural impacts. The researcher has reviewed the literature into three parts. The first part consists of the destination attribute, which includes Tourist attraction and Transportation, the second part comprises the Evolution of sustainable tourism development and the third part consists of Impacts of tourism development.

2.2: Destination Attributes

Destination attribute includes many aspects such as price, climate, culture etc. are the determinant factor based on that a tourist can take the decision to travel, destination attribute is considered as an extrinsic motivation and every destination has its unique attributes (Dann, 1981). The quality of destination attribute is the key factor of tourist satisfaction and motivates the tourist for repeat travel.

2.2.1: Tourist Motivation

Tourist motivation is like primary driver (Eagles, 1992; Fodness, 1994). Tourist needs and motivations are interconnected (Charters & Aliknight, 2002). According to Beard and Ragheb the motivation scale for leisure is adopted from Maslow’s work (1970), and associated it with recreation studies where recreation emphasised recreating and finding the self (Baldwin and Tinsley 1988; Smith and Godbey 1991; Tinsley and Tinsley 1986). There are four motivations that decide the satisfaction to be gained from leisure pursuit; the first one is ‘an intellectual motive’, which refers intellectual activities such as learning, exploring discovering and imagining. The second refers to engage in leisure activities for social cause, which comprises two vital needs such as friendship and interpersonal relationships. Third motivation is when an individual desires to achieve the mastery, to challenge and to
compete and the fourth one is to escape or take a break from over-stimulating life situation, when some individuals need secluded life without social contact to enjoy solitude whereas others seek relaxation (Beard and Ragheb 1983:225). Maslow’s (1943) hierarchy of needs and tourist needs normally indicates the higher order of needs including self-esteem, self-actualisation and social needs (Lee, 2009). Crompton who has developed the pull and push model of travel motivation has recognized the Push and pull effects on destination choice and experience of the tourist (Crompton, 1979). Based on this model push force always stimulates the tourists to go away from the home and look for some unspecified destination while pull force enables the tourist to specific destinations which are perceived as attractive due to their attributes (Kozak, 2002). Ritchi and Zins have identified series of determinant factors, which decide the attractiveness of a destination. Those factors are:

1- Natural beauty and climate which comprises topography, easily accessible to rivers, lake, oceans, islands, hills and mountains, mineral springs and waterfalls, with abundance of air and sunshine.

2- Socio-cultural features such as language, customs and traditions, attire, art and architecture, museums, music, religious practices, fair and festivals.

3- Recreation, sports and education facilities such as tennis, golf course, skiing, horse riding, picnic, zoos, botanical gardens and aquariums.

4- Shoppings and commercial facilities such as handicraft shops, boutiques, souvenir products, shopping malls and nightlife.

5- Infrastructure comprises better road and different communication, facilities, highways, information and healthcare facilities, food services, safety and security.

6- Cost of living which includes the money spent for different services such as food, lodging, transportation within a destination area.

7- Attitude towards tourists, which means without being hostile the local people should serve them in a friendly manner.

8- Accessibility to the destination, which includes the geographical distance to that nation and the consumption of time to reach that country and other barriers such as customs and security scrutiny. Tourist involve in tourism activities for various reasons such as relaxation, acquiring knowledge and for socialisation (Charters & Ali-Knight, 2002; Crompton, 1979). Many authors have conducted a range of studies on tourist motivation. Authors like Kerstetter et, al (2003) have conducted a study on the motivational and behavioural approach of the Taiwanese eco-tourists. For the motivation construct they have taken the items like To be in a natural settings, to observe the natural landscape, to be with my family or friends, to improve my physical health, to experience the tranquillity, to learn new
things about nature, to have an adventurous experience and to conduct a survey or research etc. and the variables have been factorised into three factors such as Adventure, Education and Holistic. The results indicated that tourists’ motivations for visiting coastal wetlands varies based on the individual motives. Lee (2009) who has also conducted a similar study on the behavioural model of wetland tourism having taken the destination image, attitude and motivation as the constructs in the Cigu, Sihcao and Haomeiliao in south-western Taiwan and the variables that are included under the motivation factor are to be close to nature, for mangrove watching, to experience the wetland environment, to learn about wetland, for ecological education, to seek novelty, for physical health, to relax and to increase friendship. The result shows that the destination image has direct influence on satisfaction and indirect influence on the future behaviour and tourist attitude has direct influence on satisfaction and indirect influence on future behaviour whereas tourist motivation directly affects satisfaction and indirectly affects future behaviour. Prebesen et, al (2010) who has carries out a study to test an instrument to measure the dimensions of tourist motivation on the new conceptual framework of motivation and the framework intends to check the causal relationship for important constructs. The research model investigates the relationships among the constructs on using the structural equation model. The result reveals that the body and mind are the determinant factors to assess the tourist motivation. People used to visit sun and sand destination due to many reasons. Satisfaction influenced the Word of Mouth. The mind related motives influence the satisfaction with destination and tourist are interested to express their experience more on the cultural and natural motivation. Quio et, al (2008) who have conducted a study on Chinese tourist’s motivation and satisfaction to revisit South Korea found that motivation has a positive effect on satisfaction and both satisfaction and motivation positively influenced the revisit. Chan and Baum (2007) have conducted an exploratory qualitative study on eco-tourists’ motivation factors in eco-lodge accommodation using pull and push theory. The result shows that eco-tourists are attracted by the physical features including natural attraction, wildlife, local lifestyles and eco-activities as the pull factors where the eco-lodge is situated and other socio-psychological motives of the eco-tourist considered as the push factors. According to Huang et; al (2010) the motivation of the tourist to visit the Guandu wetland to learn ecological knowledge and experience the ecological resources.
2.2.2: Tourism infrastructure

Infrastructure is an essential element for the development of any tourist destination. There is a strong relationship prevailing between tourism development and infrastructure, which has been theoretically recognised, by many authors (Adebayo, Iweka, 2014). Tourism infrastructure is the foundation of tourism development and paves the way for the utilisation of destination resources. Tourism infrastructure consists of four fundamental elements, such as accommodation facilities, food and beverage facilities, accompanying facilities and communication facilities (Panasiuk, 2007). According to Gunn (1998) and Inskeep (1991), the quality of infrastructure of a nation is the determinant factor for the attractiveness of a destination, which broadly includes road, seaport and airport facilities etc. The residents of a developed region are habituated with sophisticated and modern infrastructure that is facilitated with high quality service and these kinds of tourists always expect the similar comfort when they travel to a particular destination (Cohen, 1979; Howard, Mo, & Havitz, 1993). Smith (1994) has told that the service infrastructure influences the product experience and argued that the service infrastructure always exist within the vast surrounding of that destination and it is the major aspect which enhances the product experience. Authors like Seetanah B, Juwaheer T D and Lamport M J who have conducted a study in Mauritius have claimed that infrastructure influences positively to the tourist arrival particularly the tourist from Europe, America and Asia. Marrocu and Paci (2013) have told that destinations, which are easily assessed, always receive good number of tourists and they have identified two indicators of accessibility, the first one is the potential accessibility of the area by road, train, air and time taken to reach the market and second one is number of direct low cost flight. Zavanovic and Ilic have conducted a study on tourism competitiveness of South East European countries and their degree of competitiveness of tourism infrastructure, the result shows that the increase of hotel rooms is a major factor, which enhances the degree of tourism competition. Tourists are not only influenced by the physical beauty and space of a particular destination but also with the presence of the people whom they encounter there (DeCrop, 2001; Kozak & Decrop, 2009). The interpersonal experience of the tourists is a combination of social encounters ranges from hospitality professionals, interpreter and the local people along with other tourists who are also present in a particular destination.
(Yagi, 2004). Several authors have conducted many studies on the attractiveness of infrastructure of the destination having used the survey method. They factorised the attributes such as natural, social, historical, recreational and shopping facilities, food and shelter. They have stressed on infrastructural attributes including roads and highways, water supply, electricity, gas, healthcare and the communication facilities (Khdaroo and Seetanah, 2007). Gearing (1974) who has conducted a study on Turkey found that transportation plays a great role for the tourist’s arrival and it includes road, water, safety, healthcare facilities and communications. According to Boit & Doh (2014) who have conducted a study on Lake Nakuru National Park of Kenya have taken the attributes like cost and price of the area, climate, natural attractions and scenery, hospitality, friendliness, accessibility, quality of service, personal safety and language barrier and found that some of the aspects of the destination affected visitors’ satisfaction like hospitality, friendliness and activities etc., whereas natural attractions and adventurous activities of the lake influence the tourist for repeat visit to the destination.

2.3: Evolution of Sustainable Tourism Development

2.3.1: Sustainable Development (1970s).

The term sustainable development is most commonly and widely used word of the contemporary world. The scarcity of the developing countries was the major concern of the UN Conference on the Human Environment held at Stockholm in 1972. At first the governments of the developing countries were considered the ecological concern as luxury for the affluent and argued that the environment of the developing countries are stained by poverty (Dresner, 2008). The ex-prime minister of India Mrs Indira Gandhi has also told, “Poverty is worst pollution”. The Stockholm conference was the first conference able to place the environment concern in the International conference first time. It could establish the foundation of ‘United Nations Environment Programme (UNEP). It was based in Nairobi and had its first Executive Director Mauri Strong who was a Canadian chaired in the Stockholm conference has coined the term eco-development (ibid). In 1970s, the concept of ‘eco-development’ was often amalgamated with idea of ‘appropriate technology’ (ibid).
father of appropriate technology was Fritz Schumacher in his best seller “small is beautiful” he has correlated concern about pollution, environmental degradation to the development issues. Schumacher believed that the development could be happened through the rural development based on appropriate technology. Appropriate technology is the common people without depending on experts can manage the small-scale technology. But it was not accepted by the urban elites and government of the developing countries. So the idea of eco-development could not be popularised due to its association with appropriate technology (ibid).

2.3.2: Sustainable Development in 1980s

The idea of ‘sustainable development’ first emerged in the World Conservation Strategy of 1980, published by the International Union for Conservation of Nature and Natural Resources. Sustainable development was defined as assimilation of conservation with development to ensure that the economic development can be sustained through the preservation of natural resources which can improve the quality of the life of the people along with effectively preserve the biosphere of the earth. (Hall and Lew,1998; Callaghan et al 1994; France 1997). WCS was developed by governmental agencies, nongovernment organisations and individual experts from more than 100 countries (Hall and Lew 1998). The WCS has emphasised many ideas such as poverty was prime reason of habitat destruction, population pressure and social inequity. In 1983, the UN General Assembly established the World Commission on Environment and Development (WCED) with the Norwegian Prime minister, Gro Harlem Brundtland as the Chairperson. The result of attempt was ‘Our Common Future’ was published in 1987, which was popularly known as Sustainable development and defined, as ‘sustainable development is the development which meets the needs of the present without compromising the ability of the future generations to meet their own needs’. The Brundtland commission’s definition integrates economic and social dimensions (Callaghan et al, 1994). It holds two significant components: human needs and environmental limitations (Hunter, 1997). The report emphasised on two broad concepts such as

- The concept of needs and subjective well-being especially to the poor or the economically and socially deprived people.
The concept of limitations imposed by the state of technology and social organisation on the environment’s ability to meet the present and the future needs (WCED, 1987:43).

Brundtland commission emphasized that sustainable development was a matter of equity both between and within the generations.

2.3.3: Sustainable Development during 1990s

The direct effect of Brundtland Commission’s Report was that in 1992 the United Nation’s Conference on Environment and Development (UNCED) popularly known as Earth Summit has been taken place in Rio de Janeiro. UNCED was the largest international conference held up to that time. It was attained by hundred heads of government. The main motto of this conference was to focus on the global concern about the environmental and development crises. Maurie Strong who was the Secretary General of the Conference had the aim to achieve:

- Conventions on climate, biodiversity and forests.
- An earth charter.
- Agenda 21, a global action plan outlining the sustainable development priorities for the 21st century.
- An agreement on new financial resources to implement Agenda 21, and progress on agreements to transfer environmentally sound technologies from North to South.
- A strengthening of UN institutions including the Earth Council.

2.3.4: Agenda 21

Agenda 21 was an intended framework of action for obtaining sustainable development. More than 500 pages long document is too much complicated (Dresner, 2007). Agenda 21 emphasized on the ‘bottom of approaches’ such as the role of citizens especially women, communities and Nongovernmental Organisations (NGOs) (ibid). This landmark document concludes, “An environmental policy that emphasises primarily on preservation and protection of resources without considering the livelihoods of those who depend on resources is unlikely to thrive” (Brown et al, 1997). Four groups of topics are considered in Agenda 21.
1-Socio-economic development including international cooperation, poverty, sustainable consumption, population, health settlements and integration of environment with development.

2-Resource management: Atmosphere, land resource planning, deforestation, fragile ecosystems, mountains, rural development, biodiversity, biotechnologies, oceans, freshwater, toxic wastes, hazard wastes, solid wastes, swage and radioactive wastes.

3- Strengthening the participation of major groups, which includes almost everybody such as women, children, indigenous people, and NGOs, are among group specified.

4- Means of implementation includes finance, institutions, technology, transfer, sciences, education, capacity building, international institutions, law and information for decision-making.

The World Tourism Organisation adopted the Agenda 21 programme and translated the Agenda 21 actions specifically for the tourism industry (World Tourism Organisation, 1996). The UNWTO argued that as a key global financial force tourism had an ethical responsibility to work for the sustainable development (UNWTO, 1996). The UNWTO prepared the framework for the sustainable development and incorporated the key principles to support the governments and various tourism organisations to accomplish sustainable development both local and national levels. The UNWTO has stated that the sustainable development included ecological, economic and socio-cultural aspects of tourism development and balance should be maintained in order to obtain the long-term sustainable development (WTO, 2004). According to (UNWTO): “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing 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, biological diversity, and life support system.” (WTO 1998: 19). According to the Brundtland Commissions Report, “Sustainable tourism is the forms of tourism which meets the needs tourists, tourism industry and host communities today without compromising the ability of future generations to meet their own needs”. Another definition of sustainable tourism “Sustainable tourism is tourism which develops as quickly as possible, taking account of current accommodation capacity, the local population and the environment…The
development of tourism sector should not detract from tourism itself... New tourism facilities should be integrated with the environment (Richards in Bramwell et al., 1996).

2.3.5: Defining Development

Cowen and Shenton (1936: 3) defined development as a vague word which is applied eloquently and normatively to express to growth, the improvement practice by which the society shifts from one circumstance to another circumstance in terms of progress (Sharpley and Telfer, 2002). Development can be explained in a nutshell as a thought, a method the result of that method is to guide towards its required purpose. In a broader manner it can be regarded as virtually identical with growth implying optimistic conversion or a positive change. Even though the term development is vividly discussed in context of developing countries but it can be applicable all parts of the world from the national to global level. (Elliot, 1999.). The nature and the degrees of development always differ from country to country in the context of modification.

2.3.5.1: Evolution of Development Concept

Usually development has been defined in terms of western style modernisation can be obtained through the financial development (Redclift, 1993). The major function of economic strength is to bring the progress in the society so development and economic development has been considered as identical (Mabogunje, 1980:35). 1950’s and 60’s a series of economic development has been happened in the society from underdevelopment to development (Rostow 1960). By end of 1960’s it had become apparent that economic development was not only unable to solve the socio-political problems rather it had aggravated them (Sheers, 1969). Some countries have observed their economic progress but standard of living of the mass number of people was not changed (Torado, 2000:14). Likewise, the boundary of development was started to enlarge and included many social indicators such as housing, learning and physical wellbeing of the people but the financial growth and modernisation have occupied the forefront. But in 1970’s the idea of development was not only confined with economic growth but it had also included other aspects like decline of poverty and increase the level of employment (Sharpley, 2002). Many economists called for
‘dethronement of GNP’ (Todaro, 2000:14) but it did not mean that economic development has no relevance or needless. Economic development is essential because many allied benefits are derived from economic growth. The idea of development was not only confined with economic progress but also embraced other social objectives, which was cooperatively told by Mabogunje (1980) as distributive honesty concept of development. Development was no more dominated by the westernised nations (Cowen & Shenton, 1996:x) rather development was measured by entire human necessities, values and pattern of an excellent life and a better society (Goulet 1986). According to Goulet, three basic values are the index of good life.

The sustenance of life: All the human beings have their basic needs such as food, house and health without which the society never grows.

- All human beings are keen to obtain their self-esteem, own individuality or dignity and it differ from society to society, which may comprise material development in the term financial growth, or reinforcing of religious or artistic values.
- Freedom includes the personal preference of liberty.

According to the UNDP’s *Human Development Report* (UNDP, 1990) development is the means of extension of human’s opportunity, increase the longevity, provide a healthy life, obtain sound education and right to use the resources for a better life.

Usually ‘development’ is defined as modernisation in western style obtained through the economic progress (Redclift, 1987). When the national economy lifts up it increases the national productivity and as long as the productive capacity grows faster than the population growth rate the development is an inevitable consequence. Growth and economic growth refer the same sense and always synonym to each other (Maboguje, 1980:35). In 1950s and 1960s the course from underdevelopment to development was encountered through a sequence of financial stages (Rostow 1960) so the development was defined through economic measurements such as GDP or par capita GP. However, end of 1960s the world has experienced that the economic progress was not only able to meet the socio-political problems but it was aggravating them (Seer, 1969). Even though some nations have obtained their economic objectives but the standard of living of the lion share of the people was remained the same.
(Todaro, 2000: 14). However, the social indicators such as education, housing and the health care facilities were given more priority but the economic growth and modernisation remained as the basic need. By 1970s, there was a shift of thought that the economic progress should reduce the poverty and unemployment. Many economists considered it as the subtraction of GNP (Todaro, 2000:14).

**2.3.5.2: Modernisation Theory**

According to the development proponents, modernisation is earliest development theory. At first development emphasised on economic growth and its motto was to bring modernisation in the society (Hettne, 1990:61). Different societies may be recognized lying at different levels such as traditional, modern, development gamut, positioned according to indexes such as GP, per capita income, embracing the modern values, social discrimination or opinionated incorporation (Fitzgerald, 1983, cited from Sharply, 2000) but every society is chasing after the evolutionary path of modernisation. The central idea of this development theory is the financial intensification, which according to Rostow (1960), facilitates civilization to progress from one stage to another from the conservative to the modern era of mass utilization. The reimbursement of economic progress drip down or disperse through the augmentation urge ‘growth impulses’ (Browett, 1985) or ‘poles of growth’ (Perroux, 1955), ultimately leading to an adjustment in regional inconsistency (Opperman, 1993). Fascinatingly criticised on various grounds such as ‘traditional’ and ‘modern’ as ideal type categorization with western ethnocentric connotation (Bendix, 1967; Mehmet, 1995), the modernisation theory prolonged to emphasize the justification of tourism development. Foreign exchange earnings, multiplier effect ad backward linkages are strongly supporting the modernisation premise. Development is believed to happen through the economic reimbursement that diffuses from growth desire or growth pole. Even though the principles of sustainable tourism is widely accepted by the tourism industry, but the role of tourism I context of development persists to be suitable for most part of the more narrow form of economic intensification deviating from the present development paradigm.
2.3.5.3: Dependency Theory

Dependency theory was the most dominating theory of development in late 1960s and 1970s, having conversant a plethora of tourism research especially in the context of international tourism which imitates the ‘historical pattern of colonialism ad dependency’ (Lea, 1988). Dependency paradigm symbolizes a conditioning situation where the economic growth of a bunch of countries is influenced by the other countries. The economic collaboration between two or more countries turns into a dependence relationship only when some countries can develop as a development of other principal nations (Santos, 1970:231). The opportunity for growth in underdeveloped countries to go into the road of economic development and social improvement the legislative structure has been significantly refurbished (Baran, 1963). That is the solution lies in the removal of the world consumerist system. The withdrawal of the world capitalist system and development guided by socialist political system. So there is a positive relationship prevails between dependency theory and the political economy of international tourism.

2.3.5.4: The Neo-Classical Counter Revolution

In the 1970’s a plethora of new school of development thoughts have come into existence and it occupied the place of modernisation and dependency theory (Hoogvelt, 1982). These stretched from limits to growth school (Anderson;1991) which comprises ‘eco-doomsday theorists’ (Preston, 1996, cited from Sharply,2000) of the club Rome to Basic Needs Approach (Streeten, 1977) and calls for build a New international economic order. It is not an exception that the emphasis was given to the latent adverse impact of mass tourism.

2.3.5.5: Alternative Development

The basic theory of alternative development refers that it should be domestic or indigenous in nature, fulfilling the essential requirements and accomplishment of people is potential to give benefit to and from their own rural community (Streeten, 1977) and encouraging self-dependence. The established thought behind this the growth never begins with commodities, rather it begins with the human being through their learning, government and regulation (Schumacher, 1974:140). Moreover, the environment is the restriction towards economic growth or requirement for ‘eco-
development’ (Redclift 1987:34). There is significant relationship between alternative development and tourism. Emery has given the view alternative futures in tourism where as Dernoi suggests that alternative tourism is like a new style in North south relationship. In a nutshell alternative development induced the establishment of sustainable development and is considered as a combination of development paradigm and sustainability.

2.3.5.6: Sustainable Tourism Development

According to (UNWTO) ‘Sustainable tourism development is the development that meets the needs of present tourists and host regions while protecting and enhancing 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, biological diversity, and life support system’. (WTO 1998: 19). According to the Brundtland Commissions Report, “Sustainable tourism is the forms of tourism which meets the needs tourists, tourism industry and host communities today without compromising the ability of future generations to meet their own needs”. Another definition of sustainable tourism “Sustainable tourism is tourism which develops as quickly as possible, taking account of current accommodation capacity, the local population and the environment…The development of tourism sector should not detract from tourism itself…New tourism facilities should be integrated with the environment (Richards in Bramwell et al, 1996). Mowforth and mount(2009) have emphasised the ecological sustainability, economic sustainability, social sustainability, cultural sustainability and economic sustainability, ecological sustainability refers to reduce the environmental impact of tourism activities, social sustainability refers to maintain the harmony between the community and the tourist, cultural sustainability means the society should continue to function with harmony without altering its’ habits, tradition and customs and economic sustainability refers to give a better economic condition to the local community without hampering their socio-cultural life and environment.
2.4: Tourism Impacts

Being social and economic activity tourism has profound effect on society, environment, economy and culture of a particular tourist destination though the effects are not essentially adverse (Bramwell et.al 1996). Tourism produces both positive and negative impacts and it could be classified into three aspect, such as economic impact, socio-cultural impact and environmental impact (Simpson, 2008).

2.4.1: Ecological /Environmental impact

According to Butler environmental effects and economic impacts cannot be separated, whether constructive or harmful but always influences each of the aspects of the destination area (Butler, 1990:16).

Attfield (2006) defined environment as the ‘surroundings’ and its association with individuals for the duration of their life or the society for the duration of its existence. It is generally understood that there is a basic relationship prevails between the society and supervision of natural resources and the perception of nature. The term environment refers to the physical environment that comprises natural and manmade components, as well as socio-cultural components (Inskeep, 1991, p.339). Bull (1991, p.1) suggests that tourism is a human activity, which comprises the human actions, utilisation of resources and relations with other people, economy and environment. This definition clarifies the reality that natural and cultural resources are given much priority in tourism and these are used in various ways such as employment, earning and economic development. Initially tourism was perceived as smokeless industry, even though authors like Turner and As’s (1974) in their publication Golden Hordes depicted tourism in the Limits to growth school. After that spectacular growth has redefined tourism subordinating environmental issues as the primary concern to insert new products (Kousis, 2000:469). Without an attractive environment, tourism cannot grow and never be sustainable for the long run (Youell 198). According to Mieczkowski (1995: 114), the survival of tourism is impossible without a healthy and pleasant environment, with well-preserved landscapes and harmony between people and nature. Environmental impact are normally momentary (Hall and Johnston, 1995a), with pressure happened due to the repeated visits. Impacts can involve water pollution from oil spills, zodiac operations and sewage disposal, creating diseases of
the sea birds and plants life, littering, collection of souvenir, introduction of exotic flora and fauna. Water pollution is the main problem in many tourist area of the world. For example the Mediterranean, which is the most visited tourist destinations of the world only 30 percent of its 700 towns doing the sewage treatment before discharging into the sea (Jenner and Smith, 1992). The impacts of tourism upon the natural environment can be categorised into two parts, such as positive and adverse impacts.

Since 1970s a good number of studies were conducted on environmental impacts of tourism particularly on soil and vegetation (Goldsmith et al., 1970; Bayfield, 1971). Croall (1995:1) argued tourism spoils the landscape, demolish the community, pollutes the water and air, and devalues the culture. Rampel (2009) conducted a study on the causal nexus of coastal tourism in Vancouver Island and found that that most important positive impacts include protect wildlife, give youth hope for the future opportunity, care for environment and make the area look better. Preservation of natural resources, public facility improvement, traffic congestion and accidents and noise and pollutions are major environmental impacts of tourism (Akis et al., 1996; Ko and Stewart, 2002; Simpson, 2008). Ikiara and Okech (2002) found that the environmental impact of tourism in Kenya is far flowing one. Though tourism helped to protect their wildlife and biodiversity but it has severe adverse environmental impact like over crowding, over developed of tourist attractions, the coast is occupied by 60% of the country’s total bed-nights, the beach are highly polluted, the mangrove forest and coral reefs are deteriorated and marine species are adversely affected. Chuang (2013) who has conducted a comparative study on Nanjuang and Tongsiao in Taiwan found that Nanjuang respondents have more environmental impact such as noise and pollution, destruction of environment by constructing more hotels and tourist facilities, produced more garbage, increased traffic congestion and accidents, appearance of more portable shops and illicit buildings and degraded the quality of environment. Mbaiwa (2003) who has conducted a study on socio-economic and environmental impact of tourism in Okavango delta in north Botswana found tourism creates many environmental issues such as making illegal roads in the protective area which affects the vegetation and deteriorates the natural beauty of that area, noise pollution is also a major issue created by the tourist boats and vehicles disturbs the hippo population, disturbing the
birds and other wild animals, Littering is another serious environmental problem created by tourists through throwing of plastic bags, paper, used bottles and cans. Amuquandoh who has carried out a study in Lake Bosomtwe Basin, Ghana on the physical impact of tourism using the survey method found that residents perceived less negative impacts of tourism, as tourism is relatively young at the basin therefore most of the residents are not enough aware about the real impact of tourism and it’s possible negative environmental impacts it is obvious from the result that most of the residents are in hesitation whether tourism creates serious negative impact and pollutes the lake. It can be perceived that residents are in the euphoria stage of Doxey’s Irridex model.

2.4.2: Economic impact

The positive and negative economic impacts of tourism have been extensively acknowledged (see, for example, Bryden, 1973; Archer, 1977; Eadington and Redman, 1991; Tribe, 1999; Tisdell, 2000; and Vogel, 2001). The poorly managed tourism increases the negative impacts and diminishes the effectiveness of positive impact. Tourism brings a wide array of economic impacts to the destination including tax revenue, job opportunity, supplementary income, tax burden, inflation and local government debt (Andereck, 1995). Residents strongly believed that tourism brought more employment, investments and enhanced their local business and at the same time, it increased the cost of living (Liu & Var; 1986). Tourism has strong connection with the local economy. Therefore tourism is considered as the catalyst of local and national development bringing additional employment, exchange of earning, balance of payment and also brings infrastructure development for the residents and as well as for the tourists (Glassonet et al., 1995). The cost of goods and services hikes due to the increased demand of foreign consumers (Liu and Var, 1986; Husbands, 1989). Haralambopoulos and Pizam (1996) claimed residents strongly support the economic benefits such as tourism increases the tax revenue and personal income, improves the standard of living, develops the attitude towards work. Mbaiwa (2002) who has conducted a study in Okavanga delta found that tourism helps to alleviate the poverty by giving employment facilities to the local people and it is the major source of foreign exchange earnings for Botswana. According to Dwyer (2000), tourism in Andhra Pradesh of India improves its economic condition by raising its visitor’s
expenses and reduces its leakage through integration of agriculture, furniture, construction, handicrafts, jewellery and leather industries with tourism. According to Puczko and Rátz (2009), the residents of Lake Balaton firmly agreed the economic wellbeing as major impact brought by tourism development to the locality and as tourism is the major source of livelihood for the local people so limiting the number of tourists to the region by governmental means seems unacceptable by the residents. Tourism development in Kerala improves the standard of living, brings employment facilities for the local community and encourages local people for entrepreneurship in tourism business (Sebastian and Rajagopalan, 2009). Tourism is considered as the major component for economic development through its impact on job creation, improvement of infrastructure, income tax generator, and enhances the global peace (Eilat and Einav, 2003). Chuang (2013) who has conducted a comparatively study in Taiwan found that the residents in Nanjuang and Tongsiao have positive perception about the economic impacts of tourism such as improves the standard of living, helping agricultural development and increasing employment opportunities and bringing back the residents to their natives who have shifted to towns for better job opportunities.

2.4.3: Socio-cultural impact

Tourism development is very often wrongly perceived as an agent of swift socio-cultural change in the host community. The positive impact of tourism is eclipsed by over shadow of negative socio-cultural impacts. Crandall (1994:414) claims that the negative impact predominantly prevails in the developing countries than the developed countries that have matured and established economy. According to Calhoun (1995), ancient Greeks believed that there was a socio-cultural difference between the states and cities due to the outer immigration and cultural exchange. Socio-cultural change is happened due to the difference between guest and host. Those differences are the basic values and logic systems, religious beliefs, traditions, customs and lifestyles, behavioural and dressing pattern and attitude towards stranger (Inskeep, 1991). According to Mathieson and Wall there are three types of cultures which are vulnerable to change such as non-living forms of culture which comprises historical building, monuments traditional arts and crafts, manifestation of normal day today life and activities of host community and animated forms of culture such as
religious events and traditional festivals. The ill impact of modernisation, which happens in the society through tourism development, has created a string of stereotypical beliefs. The local community are often perceived as victims accept the socio-cultural changes invited by tourism and tourists are considered as culprit by the host as they imposed their thoughts and ideas on the them (Sharpley; et, al 2002). In recent years, there is an increase in domestic as well as international tourism for experiencing another culture. Studies have shown that this form of tourism can provide benefits to residents who share their culture as well as to those visiting the communities. Benefits to the host may include reciprocity, community pride, tolerance, and a stronger sense of ethnic identity (Driver, Brown and Peterson 1991). Providing opportunities for tourists to learn and experience cultures requires consideration of both the positive and negative outcomes for host communities. A benefits-based approach to managing tourism considers both the benefits and cost to residents and focuses on management actions that ensure benefits to their community (Driver 1996). The interaction between the tourist and host community is one of the key factors, which influence the host community, as tourists may not be sensitive enough towards the local traditions, customs and the way of life of the either residents, that affects the host community positively or negatively (Mathieson & Wall, 1982). Due to the development of tourism local people can avail the different facilities such as infrastructure which leads to better medical and education facilities and employment opportunities and as well as availability of more entertainment facilities, local people can also get the opportunity to enjoy different sports and entertainment facilities in the off seasons, apart from this tourism influences local arts and crafts, conserves their historical monuments and traditions (Mathieson & Wall, 1982). According to Liu (2003), the socio-cultural changes brought by tourism benefits the society by encouraging modern values, cultural change and social progress. Preservation and conservation of historical and archaeological sites are possible for the reason of attracting voluminous tourists. People from different cultures are able to meet with each other due to tourism and it enables the cultural exchange (Brayley et, al, 1990). Studies have shown that tourism revitalise art, tradition, music and dance. Due to tourism development, many social ills are being invited to host regions such as drug peddling, prostitution, begging, gambling, declining of culture, customs and traditions (Ahmed & Krohn, 1992). Tourism is also
responsible for traffic jam, alcoholism and overcrowding (Backman and Backman, 1997). Tourism brings many social ill like crime, alcoholism and prostitution, which is sometimes attributed as the imitation of tourist behaviour (De Haas, 2003). When tourists encounter with local community they bring diverse values to the community and influence their behaviour and family life, sometimes in order to gratify the tourist adopt tourist’s behaviours. Likewise tourists bring a range of positive and negative impacts to the host community such as improves the quality of life, improves the safety and healthcare facilities, exchange cultural values and customs, enhances the understanding between the communities, safeguards the cultural identity as the positive impacts and negative impacts such as gambling, prostitution, alcoholism, crimes, drugs peddling, deterioration of the lifestyle and disturbs family system, restriction of the residents to enjoy natural resources etc. (Kreag,). Almeyda et, al (2010) in their study Ecotourism impacts in Nicoya Peninsula, Costa Rica claimed that the PI (Punita Ishita) eco-lodge was seen to diminish the alcoholism, drug addiction and prostitution whereas the conventional tourism on the Peninsula provoking these social ills. Rempel (2009) in his study found that the most negative impacts are increasing in drug addiction, alcoholism, prostitution, littering and deterioration of historical sites. Chuang (2013) who has conducted a comparatively study in Taiwan found that the residents in Nanjuan and Tongsiao have found that residents of both the area agreed that meeting with tourists gives them valuable experience and there was no significant difference among the residents about the statements like tourism changes the traditional culture and way of life, crime rate and deterioration of local custom. Nevertheless, residents have different perception about the statements: increased availability of recreational facilities, undesirable lifestyle, and unusual land bargain and lower quality of life as a result of living in the tourist’s area. Overall Nanjuan respondents had stronger response which indicates that Nanjuan has better socio-cultural impacts of tourism.

2.5: Environmental Cognition and Intension to Participate in Sustainable Tourism Development

Environmental cognition refers the way an individual structure his thoughts about environmental issues and by comprehending the environmental cognition it is easy to understand the relevant environmentally responsible behaviour of a person
and institution (Henry & Dietz, 2012). Environmental cognition reveals perception and belief about environmental issues (Dunlap, 2008; Dunlap & Van Liere, 1978). According to Moore and Gollage (1976), environmental cognition is a constructionist assumption and different individuals perceive it differently. Environmental cognition enhances pro-environmental behaviour that brings sustainable outcomes. Environmental knowledge and environmental cognition are used interchangeably because both of them signify the same meaning. Many studies have been conducted in recreation studies about the environmental knowledge, pro-environmental attitude, conservation attachment etc. The environmental knowledge indicates the level concern about the issues in a physical environment (Amyx, De Jong, Lin, Chakraborty, & Wiener, 1994). According to Huang and Shih (2009) environmental knowledge is the depth of understanding and concern about the natural environment that influences an individual to preserve and protect the environment as a greater responsibility. Tourists with higher degree of environmental knowledge have more care, appreciation and compassion toward the environment (Peterson, 1982). Environmental responsible behaviour refers the activity of an individual who supports sustainable practices and reduces the use of natural resources. A study, which was conducted in Switzerland on environmental attitudes, includes personal thoughts, beliefs, environmental awareness, emotions and perceived control the result reveals that environmental attitude influences the pro-environmental behaviour (Schultz et al, 2004). Lee et al 2010 who have conducted a study on tourist awareness of environmental and recreational behaviours at Guandu wetland have considered 8 variables on environmental cognition such as pollute environment is harmful for natural ecosystem, natural, cultural resources are fragile, wetland conservation is more important than economic development etc. and I will actively help other tourists to learn about the wetlands, I’ll maintain the environmental quality, I’ll spend money in the local area etc. found that most of respondents with high level of education have higher degree of environmental cognition and support conservation.

Intention to participate in sustainable tourism development is also a part of environmental cognition. Sustainable tourism extensively emphasised in tourism sector because tourism not only satisfies the desires of the tourists but also offers economic development, protects the environment and enhances the quality of life and brings many future economic opportunities through the development of tourism
Studies have focused on different environmental issues and found community leaders’ ecological awareness positively affects their preservation attitude (Hsu & Roth, 1996). Tourism impact is assumed to be the strength of support for tourism. Residents are more interested to participate and support tourism when there is more positive outcomes (Andereck & Vogt, 2000; Perdue, Long, & Allen, 1990). Many empirical studies have found that residents have the intention to participate tourism development due to economic, ecological and socio-cultural impact (Choi & Murray, 2010). According to Zhang & Lei (2012) who have conducted on wetland community found that, landscape likability and environmental knowledge influence them to participate in wetland conservation and ecotourism activities.

2.6: Synthesis of Review

Travel is the perennial habit of the human being. Man used to travel to destination for varieties of motives starts from escape from the daily monotonous life, seek for novelty, relaxation and enjoyment etc. There are many push and pull factors which provoke an individual to travel. Tourist cannot satisfy his travel urge without the sound infrastructure facilities. So infrastructure plays a key role in tourism. Infrastructure includes road condition, transportation facilities, accommodation facilities, healthcare facilities, water supply and hygiene and telecommunication facilities etc. When tourists visit to a destination, bring a range of impacts that not only improves the ecological impact but also affects the environment considerably. The impacts have been categorised into three parts such as ecological, economic and socio-cultural impacts. Ecological impacts are both positive and negative, positive impact includes wildlife protection, conservation of nature and making the area look better, and negative impacts are deteriorates the natural environment, disturbs the wildlife, littering, traffic jam and accidents etc. Economic impact includes tourism increases the employment opportunity, improves the standard of living as the major impacts and negative impacts like increases the price of goods and services, rises the cost of living as serious negative impacts. The socio-cultural impacts include improves the cultural interaction, improves the socialisation, improves the transpiration, healthcare facilities at the same time brings many socio-cultural ills like prostitution, alcoholism, drug trafficking and vandalism etc. In order to minimise the environmental negative impacts sustainable tourism development concept has been
adopted. The prime aim of the sustainable tourism is to maintain the balance between environment and development and without altering culture of the host community. Environmental cognition improves the pro-environmental attitude of the tourists and intention to participate in sustainable tourism refers the concern of a resident to preserve the environment.

The studies above seem to be not conclusive as to what constitute as aspects of sustainable tourism promotion in wetlands in general and in Chilika lake in specific. Thus there is a need to delve deep into to the issues of sustainable tourism promotion in wetlands and to find out factors responsible for sustainable tourism promotion in Chilika lake. In addition, such factors summarised from the literatures are put to their empirical subsistence to build new theories thereof. Thus, the summarised factors constituted the interview schedule for primary data collection, which is analysed in subsequent chapters.