CHAPTER – 1

INTRODUCTION

1.1 Tourism – A Conceptual framework

Tourism, the generic concept, defined as activities of persons traveling to and staying in places outside their usual place of environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (WTO, 2001).

As a socio-economic activity it has evolved into one of the largest and fastest growing industries of the world. Tourism is the sum of the phenomenon and relationships arising from travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity (Hunziker and Krapf, 1942). Tourism Society of England defined Tourism as the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes (1976). International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment (1981).

Tourism has been specified by different types of prefixes like, adventure tourism, nature tourism, leisure tourism, corporate tourism, backpacker tourism, extreme tourism, hobby tourism, book-store tourism, cultural tourism, music tourism, heritage tourism, coastal tourism, garden tourism, health tourism, medical
tourism, rural tourism, pilgrimage tourism, ecotourism, and so on (Wikipedia, 2007).

“When approached in a sustainable manner, tourism can help drive economic growth and alleviate poverty. In fact, tourism has proved to be one of the leading ways for least developed countries to increase their participation in the global economy”.

(United Nations Secretary-General, Ban Ki-moon)

1.2 Present scenario of Tourism

Despite progressive downgrades to growth forecasts through 2011, the industry grew by 3% over the course of the year (in terms of Travel & Tourism’s contribution to GDP). Tourism’s direct contribution to GDP in 2011 was US$2 trillion and the industry generated 98 million jobs. Taking account of its direct, indirect and induced impacts, Travel & Tourism’s total contribution in 2011 was US$6.3 trillion in GDP, 255 million jobs, US$743 billion in investment and US$1.2 trillion in exports. This contribution represented 9% of GDP, 1 in 12 jobs, 5% of investment and 5% of exports. Tourism plays a vital role in globalization. Further the global Travel & Tourism industry will grow by 2.8% in 2012, marginally faster than the global rate of economic growth, predicted to be 2.5%. This rate of growth means that Travel & Tourism industry is expected to directly contribute $2 trillion to the global economy and sustain some 100.3 million jobs. When the wider economic impacts of the industry are taken into account, Travel &
Tourism is forecast to contribute some $6.5 trillion to the global economy and generate 260 million jobs – or 1 in 12 of all jobs on the planet. (WTTC, 2011).

The tourist numbers and activities in India seem to suggest more of an optimistic scenario. The gloomy phase of 2008-09 has been mediated successfully with focused policy interventions and industry initiatives that in turn added momentum to the growth process. From a negative growth of -2.2% in 2009/08, foreign tourist arrivals increased considerably to register a growth of 8.1% in 2010/09. This turn-around is indeed encouraging given the fact that global economy was still recovering and has not reached its usual growth trajectory.

Notwithstanding this, it is not heartening to mark that India’s share in the world tourism pie has never crossed the threshold of 0.7% at any point in time. The reversal of foreign tourist arrivals was equally evident in the strong momentum being observed in the foreign exchange earnings post 2008. For, the earnings in rupee terms recorded an increase of around 28%, i.e. from Rs. 50,730 crores in 2008 to Rs. 64,889 crores in 2010. In the contrary, the increase in dollar terms was comparatively less at about 20.8% during the same period. This could perhaps be attributed to the factors like variations in the exchange rate as well as reduced tourist expenditure.
### Important Facts About Tourism, 2010

<table>
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<tr>
<th>(I) India</th>
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<tbody>
<tr>
<td>No. of Foreign Tourist Arrivals in India</td>
<td>5.58 Million (P)</td>
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<tr>
<td>Annual Growth Rate</td>
<td>8.1%</td>
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<td>No. of Indian Nationals departures from India</td>
<td>12.07 Million (P)</td>
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<tr>
<td>Annual Growth Rate</td>
<td>9.0%</td>
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<td>No. of Domestic Tourist Visits to all States/UTs</td>
<td>740.21 Million (P)</td>
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<tr>
<td>Annual Growth Rate</td>
<td>10.7%</td>
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<td>Foreign Exchange Earnings from Tourism</td>
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<tr>
<td>i) In INR terms</td>
<td>Rs.64889 Crore (P)</td>
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<td>Annual Growth Rate</td>
<td>18.1%</td>
</tr>
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<td>ii) In US$ terms</td>
<td>US$ 14.19 Billion (P)</td>
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<td>Annual Growth Rate</td>
<td>24.6%</td>
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<td>iii) In US$ terms (as per Reserve Bank of India)</td>
<td>US$ 14.16 Billion</td>
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<th>(II) World</th>
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<tr>
<td>No. of International Tourist Arrivals</td>
<td>940 Million (P)</td>
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<tr>
<td>Annual Growth Rate</td>
<td>6.6%</td>
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<tr>
<td>International Tourism Receipts</td>
<td>US$ 919 Billion (P)</td>
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<td>Annual Growth Rate</td>
<td>8.0%</td>
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<th>(III) Asia &amp; the Pacific Region</th>
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<tr>
<td>No. of International Tourist Arrivals</td>
<td>203.8 Million (P)</td>
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<tr>
<td>Annual Growth Rate</td>
<td>12.7%</td>
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<td>International Tourism Receipts</td>
<td>US$ 248.7 Billion (P)</td>
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<td>Annual Growth Rate</td>
<td>22.4%</td>
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<th>(IV) India’s Position in World</th>
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<tr>
<td>Share of India in International Tourist Arrivals</td>
<td>0.59%</td>
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<td>India’s rank in World Tourist Arrivals</td>
<td>40</td>
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<tr>
<td>Share of India in International Tourism Receipts</td>
<td>1.54%</td>
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<td>India’s rank in World Tourism Receipts</td>
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<th>(V) India’s Position in Asia &amp; the Pacific Region</th>
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<tr>
<td>Share of India in International Tourist Arrivals</td>
<td>2.74%</td>
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<td>India’s rank in International Tourist Arrivals</td>
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<tr>
<td>Share of India in International Tourism Receipts</td>
<td>5.71%</td>
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<td>India’s rank in International Tourism Receipts</td>
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P : Provisional

Source: India Tourism Statistics at a Glance (2011 statistics are yet awaited)
Another pertinent dimension worth noticing is the relationship between the growth in tourist arrivals and the earnings during this period. For instance, in rupee terms, the annual increase in earnings has been much faster to that of arrivals with the figures for 2009/08 and 2010/09 recording 8.3% and 18.1% respectively. Further, while examining the monthly change, it was also observed that the earnings were fairing much better with only first three months of 2009 accounting a negative change over corresponding months previous year. But, when it came to the arrivals, barring December, the scenario in 2009 was that of either negative or negligible growth compared to 2008. (ICC/IITTM Report).

1.3 The Costs and Benefits of Tourism

Tourism is a socio-economic activity and has evolved into one of the largest and fastest growing industries of the world. While the economic benefits of tourism are well known, the benefits of tourism are rarely equitably distributed among stakeholders in traditional tourism development. These economic benefits also come with environmental and cultural costs that are unfairly borne by some stakeholders (Mortz, Ray, & Jain, 2005). The shift from this traditional tourism model towards sustainable tourism development ensures equitable distribution of benefits and costs among stakeholders. Jamal and Getz (1995) argue residents are important stakeholders whose participation is necessary to move towards sustainable tourism. As the largest industry in the world, tourism has the potential to help deal with the key issues facing many parts of the globe and therefore can
be seen as a positive and negative force. If the costs and benefits of tourism are understood from the outset, strengths and opportunities can be maximized while weaknesses and threats can be minimized. Each situation of tourism planning will be different in terms of its tourism characteristics. The costs and benefits of tourism will vary in each destination, and these can change over time, depending on tourism and other activities in the local and regional context.

Tourism can be seen as having the following benefits and costs according to the *Guidelines for integrated planning for sustainable tourism development* issued by the Transport Division of UNESCAP’ in 1999;

**Economic Benefits**

- Tourism generates local employment, both directly in the tourism sector and in various support and resources management Sectors.
- Tourism stimulates profitable domestic industries - hotels and other lodging facilities, restaurants and other food services, transportation systems, handicrafts, and guide services.
- Tourism generates foreign exchange for the country and injects capital and new money into the local economy.
- Tourism diversifies the local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient.
- Increased tax revenues from tourists can be reaped if a local sales tax is added to the provincial and federal taxes already in place.
• Employment opportunities will be created in the business communities due to the influx of tourists who will need goods and services.

• Increased entrepreneurial opportunities will provide goods and services not already available in the community and create new tourist products.

• Improved road systems and infrastructure can be financed through tourism attractions.

**Economic Costs**

• The jobs created through tourism may be low paying and require few skills.

• Inflated prices may result from local businesses attempting to raise profits or cover the cost of extra employees.

• Inflated property values may occur if the community becomes a tourist 'hot spot'. This will result in higher property taxes that may be unfavourable for local residents.

• If tourism is seasonal at a destination, so too will be the injection of income into the community.

• Health service provision and police services can increase during the tourist season at the expense of the local tax base.

• Affordability and availability of staff housing can be problematic.
Social Benefits

- The quality of life of a community can be enhanced by economic diversification through tourism, following the principles of sustainable development.
- Tourism creates recreational and cultural facilities that can be used by local communities as well as domestic and international visitors.
- Public spaces may be developed and enhanced through tourism activity.
- Tourism enhances local community esteem and provides the opportunity for greater understanding and communication among peoples of diverse backgrounds.

Social Costs

- Rapid tourism growth can result in the inability to meet the capacities of local amenities and institutions; quality of amenity services can be diminished by over-use.
- Litter, vandalism, and crime are concerns associated with tourism development that will be the responsibility of the community.
- Tourism can bring overcrowding and traffic congestion.
- Congestion can result in the perception of inconvenience by the residents, which is interpreted as a negative impact on their quality of life.
- Foreigners bring with them material wealth and apparent freedom.
• Young members of the host community are particularly susceptible to these economic expectations that tourists bring. The result can be a complete disruption of the traditional way of life in the community.

• An increase in crime may result from tourism. The community structure may change (including community bonds, demographics, and institutions).

• The authenticity of the social and cultural environment can be changed.

• Organized events for tourists based on local social behavior and culture can become distorted in their authenticity, which may not be a valid representation of the local environment.

• Lifestyles may be disrupted beyond levels acceptable to the host community.

Cultural Benefits

• Tourism can enhance local cultural awareness, but eventually might distort it.

• Tourism can generate income to help pay for preservation of archaeological sites, historic buildings, and districts.

• Despite many criticisms about alteration of cultures to unacceptable levels, the sharing of cultural knowledge and experience can be beneficial for both the hosts and the guests at tourist destinations, and could result in the revival of local traditions and crafts.
Cultural Costs

- Youth in the community could begin to emulate the speech and attire of tourists.
- Loss and damage to historic sites may occur through tourism development and pressures.
- Long-term damage to cultural traditions, and erosion of cultural values, resulting in cultural contamination beyond the level acceptable to the host destination.

Environmental Benefits

- Nature tourism encourages productive use of lands that are marginal for agriculture, enabling large tracts to remain covered in natural vegetation.
- Parks and nature preserves may be created, and ecological preservation supported as a necessity for nature-based tourism.
- Improved waste management can be achieved.
- Increased awareness and concern for the environment may develop.

Environmental Costs

- Negative changes in the physical integrity of the area may occur.
- Rapid development, over development, and overcrowding can forever change the physical environment and ecosystem of an area.
- Litter, erosion, overtaxed sewage, and waste management systems may occur.
- Sensitive areas and habitat may be lost.
- Degradation of parks and preserves through over-use and poor management may result.
- Excessive waste may be generated.
- Water and air pollution may occur.
- Wear and tear on infrastructure is accelerated

1.4 Growth and Definition of Sustainable Development

The need for a renewed relationship with the environment and interest in sustainable development has been building over the past three to four decades. In 1972 Danella and Dennis Meadows shook the world’s complacency with their book *Limits to Growth* (1972). They argued the Earth’s resources and ability to absorb pollution are finite. Using computer simulations, they predicted the Earth’s population and development progress would experience physical constraints within a century. After this first warning came more research and deliberation into the long-term consequences of continued industry and population expansion. This led to the publication of the World Conservation Strategy by the International Union for the Conservation of Nature and Natural Resources (IUCN, 1980), which was one of the first reports to introduce the concept of sustainable development. This was followed by the World Commission on Environment and Development (Brundtland Commission) Report in 1987, titled *Our Common Future* (WCED, 1987), which placed the concept of sustainable development at centre stage and
promoted it as a vehicle for deliverance. The sustainable development concept is not new, but increasing pressures on the world’s finite resources and environmental capacity have led to a more deliberate restatement of the philosophy, along with evolving guidelines to put it into practice. *Our Common Future* described sustainable development as ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’ (WCED, 1987). This is not very different from the view that we do not inherit the earth from our forefathers but borrow it from our children, and the old philosophy that something should be left for future generations. As such, sustainable development builds on the old principles of conservation and stewardship, but it offers a more proactive stance that incorporates continued economic growth in a more ecological and equitable manner. In this regard the opening definition above is supplemented with more specific implications and guidelines throughout the WCED report.

The most commonly used definition of sustainable development is still that given in the report of the World Commission on Environment and Development (1987), i.e. sustainable development is ‘*a process to meet the needs of the present without compromising the ability of future generations to meet their own needs.*’

Some authors have criticized the fundamentals of the concept of sustainable development itself, discussing the oxymoronic nature of the term (Huckle, 1996) and claiming that ‘sustainable’ (with its steady-state implications) and ‘development’ (with its growth implications) are mutually exclusive (Page and
Dowling, 2002). According to Barkin (1996), the concept of sustainable development has created seemingly impossible goals for policy makers and development practitioners. Since present levels of per capita resource consumption in the richer countries cannot possibly be maintained in much less generalized to people living in the rest of the world.’ This theme has permeated much of the recent debate on sustainable development and has contributed to the advent of terms such as ‘sustainability’ and ‘sustainable future,’ possibly in attempts to avoid emphasizing the oxymoronic nature of the terms ‘sustainable’ and ‘development.’

1.5 Sustainable Tourism: A Conceptual Framework

The concept has evolved since the 1987 definition, notably through Agenda 21, the plan of action which emerged from the UN Conference on Environment and Development (Rio, 1992), and the plan of implementation from the World Summit on Sustainable Development (Johannesburg, 2002). Three dimensions or ‘pillars’ of sustainable development are now recognized and underlined. These are:

• Economic sustainability, which means generating prosperity at different levels of society and addressing the cost effectiveness of all economic activity. Crucially, it is about the viability of enterprises and activities and their ability to be maintained in the long term.
• Social sustainability, which means respecting human rights and equal opportunities for all in society. It requires an equitable distribution of benefits, with a focus on alleviating poverty. There is an emphasis on local communities, maintaining and strengthening their life support systems, recognizing and respecting different cultures and avoiding any form of exploitation.

• Environmental sustainability, which means conserving and managing resources, especially those that are not renewable or are precious in terms of life support. It requires action to minimize pollution of air, land and water, and to conserve biological diversity and natural heritage.

It is important to appreciate that these three pillars are in many ways interdependent and can be both mutually reinforcing or in competition. Delivering sustainable development means striking a balance between them.

It can be argued that the concept of sustainable tourism emerged from the recognition of the negative impacts of mass tourism and the subsequent birth of ‘green tourism’ (Swarbrooke, 1999). While the economic benefits of tourism are well known, the benefits of tourism are rarely equitably distributed among stakeholders in traditional tourism development. These economic benefits also come with environmental and cultural costs that are unfairly borne by some stakeholders (Mortz, Ray, & Jain, 2005). The shift from this traditional tourism model towards sustainable tourism development ensures equitable distribution of benefits and costs among stakeholders. Jamal and Getz (1995) argue residents are important stakeholders whose participation is necessary to move towards
sustainable tourism. The residents should have an interest in making tourism
development more sustainable, as it would help in balancing the demand for
natural resources between residents and tourists. Understanding residents’
perceptions are critical to fairly distributing costs and benefits of tourism; develop
favourable attitude for participation and cooperation thus, ultimately increasing
sustainable tourism development (Twining-Ward & Butler, 2002).

According to Wight (1997) Tourism, as it relates to sustainable
development, is tourism which is developed so that the nature, scale, location, and
manner of development is appropriate and sustainable over time, and where the
environment’s ability to support other activities and processes is not impaired,
since tourism cannot be isolated from other resource activities. At the heart of
sustainable tourism is a set of implicit values related to striving to integrate
economic, social and cultural goals.

This integration is illustrated diagrammatically in Figure 1.1, where
Wight’s three goals are seen to start to coalesce around community-based
economics, conservation with equity, and integration of the environment with the
economy. These, in turn, come together in the central goal of sustainable tourism.
According to World Tourism Organisation (WTO), Sustainable Tourism Development (STD) meets the needs of present tourist and host regions while protecting enhancing opportunities for the future. Tourism 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 biological diversity and life support systems.
"...the tourism industry must be profitable and environmentally sustainable if it is to provide long-term benefits, but this will not be achieved without a new and different approach to industry planning and development, PATA (1992)."

Clearly, sustainable tourism implies an approach to development aimed at balancing social and economic objectives with environmentally sound management. It is not synonymous with unlimited growth of tourism development. Although we use the phrase "sustainable tourism development", this terminology can be considered misleading because it emphasizes continued and increasing growth rather than the long-term viability or sustainability of tourism, environments, and cultures. Tourism development implies tradeoffs and, in fact, planning for sustainable tourism requires identifying possible constraints or limits for tourism development.

While tourism is welcomed almost universally for the benefits and opportunities it creates, there is a growing recognition of the need to see tourism in its environmental context, to acknowledge that tourism and the environment are interdependent, and to work to reinforce the positive relationship between tourism and the environment.

Faulkner (2001) succinctly synthesized the various components of sustainable tourism, indicating that sustainable tourism development is a form of tourism that:

- Safeguards and enhances to natural and cultural assets of the destination;
• Safeguard and enhances the resident population’s quality of life and life opportunities;

• Satisfies the needs and expectations of the tourist market;

• Is economically viable and achieves a return on investment for tourism operators; and

• Achieves equity in the distribution of costs and benefits of tourism between different segments of the community and between the current and future generations. That is, outcomes are considered beyond the relatively short term horizon and ensure that both inter and intra generational equity is taken into account.

Further Maurice Strong (1993) in the report of the World Tourism and Travel Council states that ‘Protecting the environment is both a moral obligation and a business imperative for the Travel and Tourism Industry. As the world's largest industry it can effectively reach millions of customers with a coherent, compelling environmental message. And the leadership of the industry can and must persuade its members to adopt ecologically sound business practices. After all, a healthy environment is the travel industry's core product. If you can get it right, Travel and Tourism can truly become environmentally sustainable’.

1.6 The Basis of Sustainable Tourism

Over the past two decades, the inter-relatedness of all earth systems and human systems has become abundantly clear. We have clearly understood that no
Human action ever occurs in total isolation from other natural systems, and we have appreciated the reality that humans are dependent on the earth's limited resources. We have realized the fundamental importance of somehow finding ways to live within the carrying capacity of the earth (UNESCAP, 1999).

Over the last twenty years, the global community has been primed for some fundamental changes, including a search for "sustainable development" that is based on new modes of resource allocation and accounting, new attitudes toward the preservation of environmental integrity, and new ways of making decisions in all sectors.

As per UNESCAP Guidelines on integrated planning for sustainable tourism development, among the imperatives that promote and enhance the vision of sustainable futures, including that of a sustainable future for tourism, are the following:

- prudent use of the earth's resources within the limits of the planet's carrying capacity;
- devolution of top-down decision-making responsibilities and capabilities to a broader range of the destination's stakeholders;
- the abatement of poverty and gender inequalities, and respect for fundamental human rights;
- enhancement of the quality of life through improved health care, shelter, nutrition, and access to education and income-generating skills;
• preservation of biodiversity and life support systems for all natural habitats; and

• Preservation of indigenous knowledge and ways of living, and respect for the spiritual and cultural traditions of different people.

In fulfilling these imperatives, governments and other societal agents must struggle to find an appropriate balance between different, sometimes apparently conflicting needs and value systems. Sustainable development must meet three fundamental and equal objectives, namely:

• economic: production of goods and services (the overriding criterion in fulfilling this objective is efficiency);

• environmental: conservation and prudent management of natural resources (the overriding criterion is the preservation of biodiversity and maintenance of ecological integrity); and

• Social: the maintenance and enhancement of the quality of life (equity is the main consideration in meeting this objective) and inter-generational, as well as intra-generational equity in the distribution of wealth.

Achieving sustainable tourism development requires that the private sector and the public sector cooperate as partners in working toward a sustainable society. Making decisions about sustainable tourism development also requires that governments work within a broader framework than may have been used traditionally, working toward decisions that are:
• longer-term: to better anticipate and prevent problems;
• multi-sectoral: to include the full range of functions of the tourism environment;
• ecosystem based: to recognize the cumulative and synergistic effects of actions;
• wider: to recognize the impacts of their actions on other sectors, regions, and communities;
• deeper: to recognize that the causes and consequences of the problems they seek to solve may involve others and other institutions; and
• full-cycle: to consider the full context of resource use from initial extraction to end use.

Individual tourist resource management decisions will have to be taken with increased understanding of all these dimensions if the goal of sustainable futures is to be attained. Achieving sustainable futures requires the development of appropriate tourism on a continuum where growth decisions, development viewpoints and sustainability issues are balanced with environment and economy. In order to achieve profitability and environmental sustainability in the tourism industry, the tourism industry as a whole must take a different approach to planning and development.
1.7 Relationships: Sustainable Tourism Development and Residents

For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed. (Allen, 1988). We can examine the interdependent relationships between tourism and the environment in terms of the interaction of the visitor, the place, and the host community, using the framework of the tourism system described in Section I. These three elements interact with each other and are affected by external influences. The relationships are essentially two ways and can be either positive or negative.

In terms of visitors, we are aware of the range of impacts that growing numbers of visitors and their growing demands have on the places and host communities where tourism opportunities exist, and we know that an increasing number of visitors are searching for higher quality and more satisfying experiences. These trends can bring positive results if there is appropriate and sustainable tourism development in order that the health and well-being of visitors and local residents is ensured, so that communication, education, awareness, and understanding grow from tourism opportunities provided by a community and its location. If tourism is poorly managed, negative results -such as scarred landscapes from overuse, crowding, and traffic problems -will reduce the quality of the tourism experience and quite possibly lead to a hostile and/or exploitative host community.
The concept of sustainability can be interpreted in a number of ways, for example, as a philosophy, as a set of principles and/or values to guide development, or as criteria or tests for determining sustainability.

Sustainability is possible only if tourism resources (natural, human-made or cultural) can be maintained over time. The idea of stewardship/trusteeship—to hold the resources of a country in trust for future generations and the responsibility to pass them on in good condition—is applicable here. This means that we want to achieve a situation that can be maintained without depleting the resource, cheating the visitor or exploiting the local population. Achieving sustainability (economic, political, social, cultural, and environmental) requires an ability to accept and accommodate change. It implies, also, that mechanisms are in place to mediate between different interests, which may or may not be true in any particular setting or situation.

In general, the terminology associated with sustainable tourism is inconsistent and frequently confusing. In spite of this variability in terminology, various actors, and interests have attempted to define their perspectives on goals, practices, effects, and expectations of tourism.

1.8 Residents’ Attitudes:

As an important component of tourism, the host community has been given increasing research attention to its role in tourism development. It has come to common agreement that without a supporting host environment, it is difficult to
sustain the long-term and successful development of the tourism industry. (Jiaying Zhang, 2008)

Tourism development transforms destination, usually with many negative outcomes (Cohen, 1978). Transformational tourism development, however, also alters the relationship that residents have with the environment (Ahn, Lee, & Shafer, 2002). Residents’ relationships with the local environment become decontextualized (Gössling, 2002). Residents in mass tourism destinations face congestion, noise, neighbourhood and environmental dereliction, and higher prices resulting from competition with tourists for scarce resources consequently resulting in decreased community satisfaction (Cavus & Tanrisevdi, 2003). Residents’ attitudes towards tourism are influenced by several factors. Resident attitude surveys have found that residents who value economic impacts will have favorable attitudes towards tourism but their attitudes towards environmental and cultural change are negative (Lindberg & Johnson, 1997; Walpole & Goodwin, 2001). Residents with the higher economic gain are the most supportive of the tourism industry in comparison to those having less or no economic benefits (Harrill, 2004). Even beside the economic gains, residents who feel that they have a voice in tourism planning are more positive towards tourism (Cavus & Tanrisevdi, 2003). On the other hand, when residents perceive that the costs of tourism outweigh the benefits, feelings of resentment and irritation towards tourists can develop and lower community satisfaction (Doxey, 1975; Faulkner & Tideswell, 1997; Ko & Stewart, 2002).
Smith, M. D. and R.S. Krannich, (1998) have carried out a study on tourism dependence and resident attitude from four rural communities in the United States Rocky Mountain West, wherein researchers have found that increasing levels of tourism dependence in a community are associated with increasingly negative attitudes about its development, as well as lower levels of local satisfaction and higher levels of crime concern. In an another study on 20 rural Colorado conducted by Allen, Long, Perdue, and Kieselbach (1988), have found that the negative attitudes about tourism appear to be confined to certain dimensions of community life related to public service satisfaction and opportunities for public, civic, and social involvement. While examining the host community perceptions in the Balearic Islands of Spain indicate that the respondents were aware of some of both the positive and negative effects, and are relatively ambivalent about development proposals that imply an increasing number of tourists (Perez and Nadal, 2005).

Furthermore, Bestard, A.B. and J.R. Nadal (2007) have examined the relationship between the density of hotel beds in a given municipality and local resident perceptions of the negative environmental impacts of tourism using the Balearic Island as a case study The results have pointed out that concern for environmental impacts of tourism is common among residents. In an another study conducted by Liu, Sheldon and Var (1987) shows that the growing pressure from tourism, in turn generates stronger criticism of tourism, with a growing public awareness among the population of environmental and cultural problems that it
creates and consequent increase in opposition to tourism development. Pearce (1980) argues that areas with a high level of tourism development generate resident dissatisfaction due to traffic and parking problems, crime, inflation, etc. Nevertheless, it is also true that a stronger presence by the tourist industry implies greater economic development and higher incomes for residents. Ritchie, B. W. and M. Inkari (2006) in a study on Lewes district of Southern England highlights that although residents are generally supportive of tourism development and cultural tourism development, there are differences in opinion concerning the perceived and actual witnessed impacts. In an another case study on Tambourine Mountain, a destination in the urban rural fringe of Australia’s Gold Coast regarding the residents’ perceptions of tourism, Weaver, D. V. and Laura J. Lawton (2001) revealed that supporters constitute only one-quarter of the population, who acknowledge economic benefits, but are ambivalent about social impacts.

A comparison of residents’ attitudes towards tourism in 10 New Zealand destinations’ carried out by Lawson, R. W., J. Williams, T. Young and J. Cossens (1998) have identified differences in the residents’ perceptions of every type of social impacts, however there were many similarities in the context of economy and employment. In a case study conducted to study Residents opinions of tourism development in the historic city of York, England’ by Snaith, T and A. Haley (1999) have suggested that the resident population should not be viewed as homogeneous in its support for tourism development. Indeed, its opinions
Regarding tourism and its management were found to be significantly diverse across a variety of socio-economic and demographic indicators thus having serious implications for the management of tourism in historic cities.

Gursoy, D., C. Jurowski and M. Uysal (2002) have suggested that tourism development can be modeled by using six factors namely the level of community concern of local residents; the utilization of the tourism resource by local residents; the level of ecocentric values of local residents; the state of local economy; the perceived cost and the perceived benefits of tourism development.

Allen, A. R., P.T. Long, R.R. Perdue & S. Kieselbach (1988) while studying the impacts of tourism development on residents’ perceptions of community life, observed that, the degree of impacts depends upon the frequency of interaction between residents and tourists, their willingness to serve as gracious hosts. Therefore, residents must be involved in the planning and their attitude toward tourism and perceptions of its impact on community life must be continually assessed. The significance of residents’ involvement in sustainable tourism in a case study on Waikiki is also discussed by Sheldon, P. J., and T. Abenoja (2001), who have stressed that sustainable tourism cannot be successfully implemented without the involvement of those affected by tourism. Therefore, evaluating residents’ attitudes towards tourism and involving them in as many aspects of development is an important step in creating sustainability.

It can be concluded that within the considerable body of knowledge, host community attitudes towards tourism have been extensively studied through
measuring the impacts of tourism perceived by community members. It has been found that the fast development of the tourism industry has created both positive and negative impacts on host communities. Such impacts are exhibited in a wide range from the change of economic structure to social, cultural and environmental issues. Reacting to these impacts, host residents hold various attitudes towards the development of the tourism industry. To explain the antecedents of such variations, a large number of studies have investigated the influence of socio-demographics and occupational connection with tourism. Nevertheless, there are still a few research gaps and deficiencies within the existing literature.
References


