Chapter - 2

Review of Literature
2.1. Background

Sustainable development has become the most often quoted term in the development sector since 1970s. In 1970s, the term sustainability was employed to portray an economy in balance with fundamental natural support systems (Stivers, 1976).

The idea of sustainability dates back more than 30 years, to the new mandate adopted by IUCN in 1969 (Adams, 2006). It was a key theme of the United Nations conference on the human environment in Stockholm in 1972. The concept that encloses the term sustainable development had been being gestated as early as in 1972 (McCormick, 1992). In June of 1972 the declaration of the United Nations conference at Stockholm was held, where the human environment and two primary facets that organizes it: the simulated and the indigenous were actively discussed. It is significant to emphasize those conclusions that point to the apprehension of the pollution index and the disparity in the essential circumstances for development.

It is clear that even though the term sustainable development was not used until 1987, a few global events revealed the need to check the definition of development and construct a comprising, interdependent and equitable perspective. The concept was coined explicitly to suggest that it was possible to achieve economic growth and industrialization without environmental damage. In the ensuing decades, mainstream sustainable development thinking was progressively developed through the World Conservation Strategy (1980).
Sustainable development is defined as “The development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs”.

The report also identified a number of key principles including:

- Inter-generational equity - meaning that the array of activities and the extent of ecological assortment available to future generations is at least as large as that felt by existing ones.

- Intra-generational equity, social justice and poverty alleviation - improving the interests of all residents in a society, and not just benefiting the authoritative or the wealthy.

- Public participation – which means that we all share a responsibility to play and that societies need to jointly craft decisions rather than having them imposed by peripheral might.

- Environmental protection as a fundamental constituent of economic development – economic development without environmental upkeep is no longer tolerable.

- Dealing cautiously with risk and ambiguity - in situations where environmental impacts of activities are not recognized, the preferred alternative is to carry on vigilantly or not at all, until the likely impacts can be established.

The thought of sustainable development is a progressive step forward in human realization, attentiveness and actions – leading to a more holistic and impartial
assessment system. Sustainable development spotlights on improving the quality of life for all, without increasing the demand on the natural resources beyond the ability of the environment to provide them. To meet the requirements of the present, the new development has to offer ground on which the fundamental necessities of all humans and the opportunities for an enhanced life can be satisfied. Many traditions around the world appreciate the need for synchronization between nature and humans for long-term mutual benefit.

Sustainable development is being discussed for the last two decades, among academicians as well as practitioners. The core elements of these discussions are:

• The needs of present and future generations must be considered.

• To ensure that renewable and non-renewable resources are conserved not exhausted.

• Access and use of natural resources must take fair account of the needs of all people.

• Environment and sustainable development must be treated in an integrated approach.

2.2. Pillars of Sustainable Development

Sustainable development is a process which speaks of a progress of all facets of human life affecting sustenance. The 2002 world summit on sustainable development marked a further expansion of the standard definition with the widely used three pillars of
sustainable development - economic, social and environmental. The Johannesburg declaration created "a collective responsibility to advance and strengthen the interdependent and mutually reinforcing pillars of sustainable development – economic development, social development and environmental protection - at local, national, regional and global levels." (www.un.org).

![Fig. 2.1. The 3 pillars of sustainability (IUCN, 2006)](image)

It is acknowledged that these three pillars are of equal magnitude – if any one feature is overlooked or given a higher precedence than others, the consequence will be to distort and weaken all three aspects, because they are inter-connected and interdependent. It is also recognized that these three aspects need to be addressed concurrently – we cannot address them on a one at-a-time basis, as this would also create an imbalance.
2.2.1. Pillar 1 - Economic development

Economic development emphasizes that in sustainable development, everyone is a user and provider of information. It stresses the need to change from old sector centered ways of doing business to new approaches. These new approaches should co-ordinate and integrate environmental and social concerns into all development processes. Broad public participation in decision-making is a fundamental prerequisite for achieving sustainable development.

Sustainable development persuades people to take a more long-term view of the economy. To make the economy sustainable it has been argued that more needs to be done with less use of resources. Investment needs to be increased; permanence promoted; skills at work places need to be improved and human resources empowered and rewarded. There is substantial need for improvement, enabling products to compete on factors other than cost.

The components of economic development are enumerated as follows:

- **Energy** – All the different available sources of energy – renewable and non-renewable energies including rural energy sources.

- **Transport** – Different forms of transport – air, land and water – and the type of fuel used to operate the transportation sector.

- **Waste** – Solid, liquid and gaseous waste generated by the population, both in the rural as well as the urban contexts.
Employment – Employability of populations, extent of employment and rate of unemployment.

Investment - This refers to the inflow of financial resources, both from domestic and international markets.

Education and skills – The education of the population and availability of additional skills required for optimal usage of resources – both capital and development resources.

Business and industry - The extent of variance in business and like interdependence of different businesses on one another to make it more sustainable.

Trade – This refers to the extent of manufacturing and trading agricultural produce between regions, so as to maintain sustainable balance.

Tourism – The flow of tourists and the extent of their spending.

2.2.2. Pillar 2 - Social development

A good-quality social structure is a key element of sustainability. The goal with this element of sustainable development is a sense of social stability, intellectual inclusion and people empowerment. This is achieved through making significant improvements to the places where people live and work, giving them the opportunity to play a valuable part in determining change for a sustainable future.
The key elements within the social development pillar are:

- **Health** – The health status of population has been instrumental in assessing the social development of any region.
- **Poverty** – With a specific MDG on poverty, there is special emphasis on the measurement of the social development.
- **Communities** – The stability of the communities are seen as excellent indicators for social development.
- **Housing** – Housing, besides food availability and clothing, has been traditionally used to assess social development.
- **Travel** – The extent of travel undertaken by a common man is often seen as the extent of social development in terms of social empowerment.
- **Crime** – Crime rates are often a measure of the regions security and social development.
- **Recreation** – The extent of recreation opportunities its use is a measure of social development.
- **Consumption** – The consumption capacity of the population and the spending power has been influential in calculating the GDP of the country as well as in evaluating the social development of the region.
- **Food safety** – Food safety and food security are important indicators for social development.
- **Stress** – Happiness indices and stress levels of the region, generally measured in terms of riots and physical unrest among the populations is a good indicator for measuring societal development.
2.2.3. Pillar 3 – Environmental development

The environment is mankind’s life sustaining system and includes all that we depend upon for our subsistence. This includes air, metals, water, rock and other living organisms. Clearly, many anthropogenic activities are not sustainable and effort needs to be put to improve our correlation with the environment.

Environmental sustainability includes these elements:

- Climate change – The recent developments in climate change and greenhouse gas emissions have established that it is any long-term sizeable modification in the expected pattern of usual climate of a particular area or region, and this is affecting the environmental sustainability due to various changes occurring in the region.

- Air pollution – Pollution caused of the atmosphere from point and non-point sources of air pollutants, thus causing serious threat to life and environmental stability.

- Ozone depletion – The emissions of chlorofluorocarbons (CFCs) has had a huge impact on the depletion on the ozone layer, and with the bane on the use of CFCs, the ozone depletion is minimized to a large extent.

- Oceans – An important component for environmental sustainability, with its role in ecosystems as well as sinks for greenhouse gas emissions.
• Freshwater – An important component for environmental stability, with high importance due to the fact that this forms the source of water for human consumption.

• Wildlife – Contributes extensively to the ecosystem development, thus ensuring environmental stability.

• Soil – An important component for environmental sustainability.

• Land use – A measure of land-use and the pattern of any given region provides information on the extent of environmental sustainability in the region.

• Waste – Solid wastes and liquid waste generated in the region.

• Radioactivity – Hazardous materials such as radioactive elements pose a serious threat to environmental sustainability due to their long-reaching and long-lasting effects on life and environment.

• Noise pollution – An important factor in environmental sustainability.

Environmental protection depends on the reasonable utilization of resources, such as:

• Fossil fuels

• Nuclear energy

• Renewable

• Agriculture
2.3. Critical Analysis of Sustainable Development

The word sustainable has been used in too many situations today, and ecological sustainability is one of those terms that confuse a lot of people. We hear about sustainable development, sustainable growth, sustainable economies, sustainable societies, sustainable agriculture, etc. Everything is sustainable (Temple, 1992). The result of the overuse of the word, sustainable, in Temple's view, is that it has come to mean too much and nothing at the same time. Therefore, sustainable development as a concept is too largely drawn to have any particular usefulness.

The major point to be derived from reading the literature is the critical idea of sustainable development that is a movement which is more insubstantial than concrete. There are a lot of discussions about the pending doom of biosphere if the environment is not protected more vigorously and efficiently than in the past in the pro-sustainable development literature. There is a call for economic and resource equity between the peoples currently living on the earth and between living generations and unborn
generations. But, as the critics are pointing out, there is a lot of fuzziness that does not make the concept of sustainable development concrete. The word sustainable, as Temple (1992) points out, has become a buzzword that is used to the point of distraction.

On one hand, the twenty-first century is widely heralded as the era of sustainability, with a rainbow alliance of government, civil society and business devising novel strategies for increasing human welfare within planetary limits. On the other hand, the evidence is that the global human enterprise rapidly becoming less sustainable and not more.

The conventional understanding of sustainable development, based on the ‘three pillars’ model is flawed because it implies that trade-offs can always be made between environmental, social and economic dimensions of sustainability. In response to this, a distinction is often drawn between ‘strong’ sustainability (where such trade-offs are not allowed or are restricted) and ‘weak’ sustainability (where they are permissible). The concept of ‘critical natural capital’ is also used to describe elements of the biosphere that cannot be traded off (e.g. critical ecosystems or species). However, in practice, development decisions by governments, businesses and other actors do allow trade-offs and put greatest emphasis on the economy above other dimensions of sustainability. This is a major reason why the environment continues to be degraded and development does not achieve desirable equity goals (Adams, 2006).

The three ‘pillars’ cannot be treated as if equivalent. First, the economy is an institution that emerges from society: these are in many ways the same, the one a mechanism or set of rules created by society to mediate the exchange of economic goods or value. The environment is different, since it is not created by society. Thinking about
trade-offs rarely acknowledges this. Second, the environment underpins both society and economy. The resources available on earth and the solar system effectively present a finite limit on human activity. Effective limits are often much more specific and framing, in that the capacity of the biosphere to absorb pollutants, provide resources and services is clearly limited in space and time. In many areas (e.g. warm shallow coastal waters adjacent to industrialized regions) that capacity is close to its limits (Adams, 2006).

2.4. Sustainable tourism and sustainable development

2.4.1. Tourism industry

Tourism is an emergent global industry. At present, it accounts for approximately 12 percent of the world's economy. Tourists take more than 300 million trips every year and frequently play a vital role in the economies of developed and developing countries. At the same time, tourism can result in a multitude of environmental problems ranging from physical devastation of the native surroundings to mutilation of the utility or value of ecosystems. This is because of tourism related pollution and wastes from seasonal influxes of tourist population. Government policy makers increasingly are taking steps to avoid or minimize these impacts through the use of prevention and control options such as land use plans; environmental impact assessments; legislative, regulatory, and enforcement measures; training and education; research and monitoring; and local participation (Tourism Support Package, 1995).

Tourism of the 21st century will not only be the world's biggest industry, but it will be the largest by far that the world has ever seen. Along with its phenomenal growth and size the tourism industry will also have to take more responsibility for its extensive impacts.
Tourist activities, as traditionally defined by the tourism industry, fundamentally involve the transportation and hosting of the tourism consumer in a local community, i.e., "tourist destination," where the tourist product is consumed. No other global industry structures itself in such a way that the consumer is brought to the product, rather than the product being delivered to the consumer in his or her own community. This structural difference produces unique social impacts upon the local tourist community, including the interruption of local customs and lifestyles, the spread of infectious diseases, changes in local demographics and changes in local housing and labor markets.

The primary product of tourism is not something produced by the industry. The product is often the heritage, wealth and expected legacy of the community that serves as the tourist destination. The business activity of the tourism industry is to promote the "salable" or appealing aspects of the community, transport non-residents into the community, manage the hospitality for and guide the activities of these visitors, and provide them with goods and services to purchase during their stay (Commission on Sustainable Development, 1999).

The tourism and recreation industry is at a crossroads in its development. Now as one of the world's largest industries, it is increasingly confronted with arguments about its sustainability and compatibility with environmental protection and community development. Tourism, environment and concepts of sustainability should consider four key challenges:

(1) A better understanding of how tourists value and use natural environments;

(2) Enhancement of the communities dependent on tourism as an industry;
(3) Identification of the social and environmental impact of tourism; and

(4) Implementation of systems to manage these impacts.

2.4.2. Sustainable tourism

Sustainable tourism is one of the pre-requisites of achieving sustainable development. The concept of tourism with sustainability and development gets its historical inclusion from mass tourism that got flourished in 1960s due to advent of jet aircraft and the passions for tourism got tremendous following and it also reached third world countries (Dann, 2002).

Sustainable tourism seeks deeper involvement of the local populace, which provides them an opportunity to make their living. Above all, it assists in retaining integrity of the tourist place. At the local level, sustainable development is achieved by steering local development activities to simultaneously achieve three objectives:

- Increased social welfare.
- Greater and equally distributed economic wealth.
- Enhanced integrity of local ecosystems.

Owen (1993) characterizes sustainable tourism development as:

- Tourism should be one part of a balanced economy.
- The use of tourism environments must allow for long-term preservation and for use of those environments.
• Tourism should respect the character of an area.

• Tourism must provide long-term economic benefits.

• Tourism should be sensitive to the needs of the host population.

2.4.3. Pillar 4 - Community sustainability

Besides the three pillars of sustainable development, sustainable tourism is defined by another pillar - local sustainability. The concept of local sustainability is designed to benefit local communities and generate/retain income in those communities such that the community sustains the operation without any local grievances. Furthermore, for local sustainability to take place, the community should maintain control over tourism development to a very large extent. The Government initiatives should be developed with active local stakeholder participation to ensure acceptability and sustainability of the initiatives in line with the development of tourism in the area. It's also important that tourism should provide quality employment to community residents and should encourage businesses to minimize negative effects on local communities and contribute positively to them. There is a clear need to ensure an equitable distribution of financial benefits throughout the entire supply chain for optimal profit for all and thereby, sustained operations. The local Government should also provide, as required, financial incentives for local businesses to enter tourism which will contribute to improve local human resource capacity (McKercher, 2003).