Chapter II

Conceptual Framework and Methodology

2.1 TOURISTS AND TOURISM DEFINED:

Tourist: A tourist is defined as a ‘person making discretionary, temporary tour, which involves one overnight stay away from the normal place of residence, excepting tours made for the primary purpose of earning remuneration’.\(^1\) The Committee of Statistical Experts of the League of Nations in the year 1937 established the definition of the term ‘tourist’. According to them, the following persons were to be considered as tourists within this definition:\(^2\)

i) Persons traveling for pleasure, for domestic reasons, for health etc.;

ii) Persons traveling to meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic etc.);

iii) Persons traveling for business purposes; and

iv) Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours.

World Tourism Organization (WTO) distinguishes between ‘a tourist’ and ‘an excursionist’. Tourists are classified as those making overnight stays and


\(^2\) H. Robertson, *Geography of Tourism*, Mcdonald & Evans, 1976, p53
excursionists as those who are on day visits. \(^3\) It also defined 'visitor' as those persons ‘who travel to a country other than that in which they have their usual residence but outside their usual environment for a period not exceeding twelve months whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited \(^4\).

**Tourism:** The definition of tourism has evolved over the years. Stephen Smith argued that students of tourism must learn to accept the range of differing definitions of tourism and respect the reason for these differences. \(^5\) Obviously, these definitions cover a range of interrelated issues which authors find appropriate to come in purview of tourism. Leiper termed it as ‘theories and practice of travelling and visiting places of leisure related purposes’. \(^6\) Boniface and Cooper recognized tourism as a unique part of leisure but introduced a graphic dimension to study tourist’ leisure time activities on a continuum: \(^7\) Home → Local → Regional → National → International. However, leisure definition overlooks business or any other tour, considered an integral part of tourism. Hall has given a generalized definition on tourism which ‘comprises temporary, short term travel of people from the persons’ usual place of residence to a destination and involves an

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\(^4\) Ibid, p21


overnight stay’.\(^8\) Weaver and Oppermann have broaden the horizon of tourism and described it as ‘sum total of the phenomena and relationships arising from the interaction among tourists, business suppliers, host government, host communities, origin governments, universities, community colleges and non-government organization in the process of attracting, transporting, hosting and managing these tourists and other visitors’.\(^9\) However, for our study, we accept the definition of tourism given by World Tourism Organization (WTO).\(^10\) It defined tourism “comprises the activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

2.2. TYPOLOGY OF TOURISM:

A model typology of tourism are drawn from Newsome et al are given in the figure below (figure 2.1).\(^11\) It is broadly divided into mass tourism and alternative tourism, the later one is again subdivided. Mass tourism is distinguished by a number of tourists’ replicate of their own culture in established setting with little cultural or environmental interaction in destinations. This has led to corresponding upsurge in tourism all over the world having least concern for environment.\(^12\)


Alternative tourism, on the contrary, asserts a concern for the physical environment that is akin to green tourism includes economic, social and cultural concerns. In the given framework, alternative tourism can be viewed as being synonymous with the concept of sustainable tourism development.\textsuperscript{13}

![Fig. 2.1 Typology of Tourism](image)

**Natural Area Tourism:** It connotes tourism in natural setting categorized according to the relationship between specific tourism activities and nature. According to Wearing and Neil,\textsuperscript{14} 'it includes activities or experiences for which the natural setting is incidental, those that are dependent on nature, and those that are enhanced by nature.\textsuperscript{15} These three dimensions equate to the environmental


\textsuperscript{15} Ibid, p.33.
Tourism based on education in, about and for the environment can be broadly categorized into adventure sports tourism, wild life tourism and ecotourism.

**Adventure Sports Tourism:** Adventure tourism involves physical challenge, education and direct contact with nature can be classified into: aerial, water based and land based. Aerial adventure includes parachuting; sky diving, hang gliding, paragliding, parasailing, bungee jumping, ballooning etc. White water rafting, canoeing and kayaking etc are considered part of water based adventure. Land based adventure tourism embraces mountaineering, rock climbing, trekking, skiing, heli skiing, motor rally, safari and bungee jumping among others. In Sikkim, prominent adventure sports comprised of trekking, mountain climbing, mountaineering, rock climbing, river crossing, paragliding, bungee jumping, white water rafting, angling, mountain biking etc.

**Wildlife Tourism:** Wildlife tourists look for an experience that allows them to discover a new ecosystem and its residents. It entails lifelong wildlife enthusiasts and others who simply take a day trips to a wilderness area from a luxury hotel base. A number of such tourists’ seek for information and education of nature while others yearning for entertainment. In Kenya, wilderness backpacking in the Rockies or an Anterctic cruise to watch penguins and killer whales are popular. This kind of

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tourism practiced in national parks, wildlife sanctuaries and biosphere reserves in Sikkim.\textsuperscript{18}

**Ecotourism:** Ceballos-Lascurain delineates ecotourism as ‘environmentally responsible travel and visitation to natural areas, in order to enjoy and appreciate nature that promotes conservation, has low visitor impacts and provides for beneficially active socio-economic involvement of local people’.\textsuperscript{19} Along the same line the Ecotourism Society described it as ‘responsible travel to natural areas that conserves the environment and sustains the well being of local people’.\textsuperscript{20} The Government of Sikkim has branded the State as an ‘ultimate ecotourism destination’ with due weight on small scale ecotourism ventures in remote centers.

**Cultural Tourism:** The European Association for Tourism and Leisure and Education (ATLAS), has designed a dual definition of cultural tourism.\textsuperscript{21} Narrowly, it is ‘the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs’. Broadly, cultural tourism comprised of ‘all movement of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of

residence. Cultural tourism observed in this tiny hilly State by organizing festivals to showcase its ethnic diversity along with rich cultural heritage.

**Heritage Tourism:** In tourism the term ‘heritage’ has come to mean not only landscape, natural history, building artifacts, cultural traditions and the like which are passed on from one generation to other, but those things which can be portrayed as tourism products like cultural heritage, particularly architecture, historical sites and artistic monuments. The State embraced heritage tourism by demonstrating historical monuments ruins etc as a part of tourism products.

**Religious/ Spiritual Tourism:** Pilgrimage, religious or spiritual tourism is an integral part of domestic tourism industry in India. Places of worship have been the biggest centers of attraction of pilgrims from several parts of the world since ancient times. In India, pilgrimage tourism is the mainstay of domestic tourism industry. The Char Dhams as per Hindu religion and mosques, monasteries, shrines, church etc of other religious sects motivate people to travel to all corners of the country. Along the same line, the replicas of Char Dhams constructed in South Sikkim (near Namchi) and also in built Buddhist monasteries provide an experience of the same in North East of India. Pilgrimage tourism constitutes a large percentage (over 70%) of domestic tourism.

**Events Tourism:** Special events are a unique form of tourism attractions, ranging in scale from mega-events such as Olympics and World Fairs, through community

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22 Ibid, p58
festivals, to programs of events at parks and facilities. Gradually, events are being viewed as an integral part of schematics of tourism development and marketing programs. Although the majority of events have arisen for non-touristic reasons, there is clearly a trend to exploit them for tourism and to create new events deliberately as tourist attractions. Event tourism can be categorized into festival tourism and tourism for conference and conventions (MICE).

**Festive Tourism:** Festivals not only provide as an important medium to connect people’s needs and lives, but also magnify the community benefits by creating high quality recreation experiences, attracting more tourists and generate high revenues than ever before. Many tourists seek destinations that offer pleasant experiences related to natural environment, historical heritage and cultural patterns. Therefore, these celebrations are hallmark events that produce the host community’s largest crowds and its greatest number of tourists. Of late, festival tourism is practiced in Sikkim primarily to attract tourists’ especially during lean season.

**Conference and Conventions:** Popularly known as Meetings, Incentives, Convention and Exhibition (MICE) tourism, is a kind of corporate tourism promoted around the world. In the developed countries, convention tourism has become a major segment of tourism; however, this form of tourism is still in its

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infancy in India. The important terms in convention tourism are: assembly, colloquial, conference, congress, convention, conclave, meeting, seminar, summit, symposium, workshop and exhibition among others. In the first decade of twenty-first century, Sikkim also joined this bandwagon of MICE tourism by holding sectoral meetings of North Eastern Council (NEC) during 2006-07. Since then, the State is actively encouraging MICE tourism by constructing community halls and associated facilities at different places in the State.

Green, Farm and Rural Tourism: The term ‘green tourism’ is applied to a specific environment oriented rural sector of the tourism industry. The other name attached to this form of tourism is village tourism, promoted by the Ministry of Tourism, Government of India in recent times. The green approach of tourism involves a healthy tourism development through local participation and precise assessment of carrying capacity of the area and its locality. In Sikkim, home stays and model villages are supported along the same lines in rural centers highlighting art and crafts of the State.

Educational Tourism: Educational tourism is one of the earliest forms of tourism. Travel for learning is an integral part of education system in several universities even today. People also travel for acquiring knowledge about specific subjects to reputed educational institutions in the world. Students travel to foreign countries for

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learning languages like English, Japanese, and France etc.\(^{31}\) Quite recently, establishment of Sikkim University in 2007 along with Indian Institute of Hotel Management and Catering Technology (IIH), Indian Himalayan Centre for Adventure and Ecotourism (IHCAE) etc. provide avenues to promote educational tourism in the State.

**Health Tourism:** Health tourism clubs together provision of medical care in conjunction with the tourism facilities for patients needing specialized treatment of various kinds. This process is being facilitated by the corporate sector involved in medical care as well as the tourism industry.\(^{32}\) The key selling point of the medical tourism is its cost effectiveness and its combination with the attractions of tourism industry. The services include medical examination by doctors at the resort or hotel, special diets, acupuncture, trans-vital injections, vitamin complex intakes, special medical treatment for various diseases such as arthritis and herbal remedies etc.\(^{33}\) The medicinal wealth of Sikkim includes ayurveda, folk, homeopathy, siddha, amchi (Tibetan) and unani system with unparallel possession of medicinal plants and herbs. These are being used to develop wellness tourism in the State.\(^{34}\)

**Cruise Tourism:** Cruise tourism involves traveling via ocean, river or lake through voyage from one destination to other by cruise tourists through vessels for their pleasure. Cruise tourist can be defined as a visitor who arrive in the country aboard cruise ships and do not spend night at an accommodation establishment in the

\[\text{\textsuperscript{32}}\text{Manoj Dixit and Charu Sheela, Tourism Products, New Royal Book Co,Lucknow, 2006,p5}\]
\[\text{\textsuperscript{33}}\text{Ibid, p5}\]
\[\text{\textsuperscript{34}}\text{Govt. of Sikkim, Sikkim Tourism Policy 2010, Department of Tourism,Pp27}\]
country. With the value addition, ships became more like floating resort hotels than mere containers. The types of cruises are: Ocean Voyage, Standard Cruises, River/Canal Cruises, Destination/Expedition Cruises, Day Cruises, and Luxury Cruises etc.

**Backpacking:** Backpacking involves usually young and budget minded tourists (i.e. backpackers) traveling for extended period of time. Research indicates that backpackers adhere to many core tenets of alternative tourism, such as the preference for small scale, locally owned accommodations and independent travel arrangements, as well as a desire to interact with local residents. Such characters are visible amongst a portion of international trekkers/visitors touring remote centers of Sikkim.

2.3. **CONCEPT OF SUSTAINABLE TOURISM:**

During 1980s, the concept of sustainable tourism development was given due weight to develop strategies for alternative forms of tourism, advocated as the antithesis to mass tourism. Alternative tourism emerged primarily as a reaction to concern over the negative consequences of mass tourism. Even when ‘sustainable’ was first linked to tourism, it was recommended that for tourism development to be sustainable, it should be based upon ‘options and strategies considered preferable to

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35 Govt. of India, *India Tourism Statistics 2003*, Ministry of Tourism, Marketing Research Division, p86
36 Govt. of India, *India Tourism Statistics 2005*, Ministry of Tourism, Marketing Research Division, p115
37 Ibid, p116
To draw a clear picture, the following table delineates distinctive characteristics of mass and alternative tourism in which the later ones is closely linked to sustainable tourism.

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<tr>
<th>A. GENERAL FEATURES</th>
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<td>Maximizes</td>
<td>Optimizes</td>
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<td>Socially/Environmentally Inconsiderate</td>
<td>Socially/Environmentally Considerate</td>
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<td>Uncontrolled</td>
<td>Controlled</td>
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<td>Short Term</td>
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<td>Sectoral</td>
<td>Holistic</td>
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<td>Remote Control</td>
<td>Local Control</td>
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<th>B. DEVELOPMENT STRATEGIES</th>
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<td>Development without Planning</td>
<td>Planning First and then Development</td>
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<td>Project Led Schemes</td>
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<td>Tourism Development Everywhere</td>
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<td>Concentration on 'Honey spots'</td>
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<td>New Building</td>
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<td>Development by Outsiders</td>
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<td>Employees Imported</td>
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<tr>
<td>Urban Architecture</td>
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<th>C. TOURIST BEHAVIOR</th>
<th>C. TOURIST BEHAVIOR</th>
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<tr>
<td>Large Group</td>
<td>Singles, Families and Friends</td>
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<td>Fixed Programs</td>
<td>Spontaneous Decisions</td>
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<td>Little Time</td>
<td>Much Time</td>
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<td>‘Sights’</td>
<td>‘Experiences’</td>
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<tr>
<td>Imported Lifestyles</td>
<td>Local Lifestyles</td>
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<td>Comfortable/Passive</td>
<td>Demanding/Active</td>
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<td>Loud</td>
<td>Quite</td>
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<td>Shopping</td>
<td>Bring Presents</td>
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Source: Adapted from Butler, 1990 (p. 7) and Lane, 1990 (p. 11)

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The following figure shows different forms of tourism and their links to sustainable tourism. In fact, each forms of tourism mentioned below based on sustainability principles contrary to characteristics followed in the case of mass tourism. According to Clark,\textsuperscript{40} sustainable tourism, in some manner, 'is already possession of certain types of tourism or situation, against the acknowledgement of the latter, that sustainable tourism is not an inherent characteristics of any existing form of tourism or situation, but a goal that all tourists must strive to achieve'. UNEP/WTO report suggests that the term 'sustainable tourism' - meaning tourism that is based on principles of sustainable development - refers to a fundamental objective; to make all tourism more sustainable.\textsuperscript{41} The term should be used to refer to a condition of tourism, not a type of tourism. UNWTO advocated that stakeholders' participation and continual monitoring of progress are fundamental requirements, whilst meaningful tourist experiences should also remain an objective.\textsuperscript{42} However, the only reference to wider (sustainable) development is the objective of contributing to poverty alleviation. In contrast, UNEP/WTO claims that 'tourism is in a special position in the contribution it can make to sustainable development; thus explicitly locating tourism in a broader development context'.\textsuperscript{43}

\textsuperscript{43} Op cit, p-9
Bramwell and Lane described sustainability of tourism as a “positive approach intended to reduce tensions and frictions created by complex interaction between the tourism industry, visitors, the environment and the communities which are to host to holiday makers’ whilst more ambiguously and paraphrasing Brundtland’s widely cited definition of sustainable development”. Recently, Collins asking the question, ‘deck chairs and plough shares?’ takes issue with the parochial attitude evident amongst many tourism researchers who fail to recognize a role for other sectors in the sustainable development of area. McKercher opined that ‘for sustainable tourism to occur, it must be closely interlinked with all other activities that occur in host region’. This view is confirmed by Wall who criticizes simple

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sectors tourism planning development in Bali.\textsuperscript{47} Aravot argues that ‘tourism planning should be part of general development planning to allow better co-ordination of effort and the interweaving of mutual influence’.\textsuperscript{48} Similarly, Lane warns of over-reliance on rural areas on tourism, promoting policies which work towards a balanced, diverse rural economy and one which is more resilient in the face of change.\textsuperscript{49}

Several studies linked sustainable tourism development by using the concept of carrying capacity (Welford and Ytterhus, 1998; Williams and Gill, 1994). The concept was initially developed in the area of wildlife management and is based on the belief that ‘the availability of suitable conditions for living determines the number of organization that can exist in the environment’.\textsuperscript{50} In the field of tourism sustainability, it is often referred to as ‘the maximum number of people who can use an area without an unacceptable reduction in the quality of experience that visitors may gain’\textsuperscript{51}. The United Nations Environment Program and WTO describes carrying capacity as the ‘number of tourists’ that a place can


accommodate without detriment to the environment or host population or any reduction in tourists’ satisfaction’.\textsuperscript{52}

The concept of carrying capacity has been criticized on the ground that it is unrealistic or even misleading to put a precise capacity limit on the number of tourists’ beyond which conditions will deteriorate. Yet, there are many instances where it can be useful and informative to quantify a threshold or optimum level of usage. Such a limit can be useful to regulate the flow of visitors in order to avoid congestion, or to assist in decisions about the number of accommodation units that may be acceptable in an area. Thus, it can be incorporated into any analysis of tourism sustainability (McCool and Lime: 2001; WTO: 2004).

However, for this study, we accept the definition on sustainable tourism recommended by UN World Tourism Organization (UNWTO).\textsuperscript{53} It states that “sustainable tourism development meets the needs of present tourists’ and host regions while protecting and enhancing opportunities 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 maintainable cultural integrity, essential ecological process, biological diversity and life support systems”.


2.4. GLOBAL EMPHASIS ON SUSTAINABLE TOURISM:

The term 'sustainable development' was proposed in the International Union for Conservation of Nature (IUCN) World Conservation Strategy;\(^5\) and subsequently popularized by the Brundtland Report,\(^5\) central theme of development policy; it has yet to be applied in the context of tourism. Since 1960s, rapid growth of tourism, particularly international mass tourism and the unstoppable spread of so called 'pleasure periphery' around the globe has been accompanied by increasing calls for restraint in its development.\(^56\) By the end of 1980s, the 'alternative tourism' school was firmly established, as were the concepts such as green, appropriate, low impact, responsible, soft tourism.\(^57\)

The first part of early 1990s saw attention given to the perceived negative impacts of tourism and to alternative approaches to tourism development had become refocused centered on sustainable tourism development.\(^58\) In November, 1990 the 'Sustainable Tourism Development Conference', the first event to address the subject overtly, was hosted by the Queen Margaret College in Edinburgh stated that 'sustainable tourism is an idea whose time has come'.\(^59\) The subsequent year saw the publication of the then English Tourist Board's (ETB) 'The Green Light: A

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\(^{58}\) Ibid, p5

guide to Sustainable Tourism’ heralded the entry of the concept into the tourism policy arena. Since then, it occupied a dominant position in both the academic study of tourism and in tourism policy and planning processes. By mid 1990s, it was claimed that sustainable tourism has achieved ‘virtual global endorsement as the new tourism industry paradigm’, a position that it has maintained till now.

In this regard, Eugenio Yunis asserts that the “results of rapid expansion of tourism sector, traditional and emerging tourism destinations are facing increasing pressure on their natural, cultural and socio-economic environments. The evil effect of uncontrolled growth in tourism to capitalize short term benefits often results in negative impacts; harming the environment and societies, and destroying the very basis on which tourism thrives. On the contrary, when tourism is planned, developed and managed using sustainable criteria; its benefits can spread through society, natural and cultural environment”.

Stakeholders are progressively aware of the adverse impacts of unsustainable tourism practices which are gradually addressed in national, regional and local tourism policies, strategies and plans. In addition, a large number of tourists are now clamoring for higher environmental standards from tourism services, as well as greater commitment to local communities and economies. In this context, the

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63 Ibid, p1
World Tourism Organization (WTO) and related institutions have developed a series of instruments that make it possible to incorporate sustainability criteria in the planning, development and management of tourism\textsuperscript{64}.

From an academic perspective, sustainable tourism development has not only firmly embedded as a subject within taught tourism programs at all levels but also has become a popular area of research within tourism\textsuperscript{65}. A number of books address the topic either from general perspective, with particular contexts such as rural, mountain, island or community tourism development or within the guise of 'ecotourism' as a sub category of sustainable tourism development. At the same time two academic journals, the *Journal of sustainable Tourism* (first published in 1992) and the *Journal of Ecotourism* (2002 onwards) provide a forum for academic research in the field. In its annotated bibliography, the WTO reviewed around 100 books and more than 250 articles on sustainable tourism. Despite these sustained research efforts, the usefulness of such analysis is not fully clarified yet and their findings remain underutilized.

The tourism policy and planning approved by authorities has overtly approved the objective of sustainable tourism development; although the extent to which the policy has been translated into practice remains debatable.\textsuperscript{66} WTO (UNWTO) has published a number of policies and guides for sustainable tourism development; which includes *Sustainable Tourism Development: A Guide for Local Planners*

\textsuperscript{64} Ibid, p2
\textsuperscript{66} Ibid, ,p5
followed by *Agenda 21 for the Travel and Tourism Industry*,\(^6^7\) published jointly with World Travel and Tourism Council (WTTC).\(^6^8\) The WTTC also sponsors the 'Tourism for Tomorrow Awards' which recognizes the best practice in 'responsible tourism'. The other global organizations, such as the United Nations Environment Program (UNEP), have also published policies and guides for sustainable tourism development,\(^6^9\) whilst innumerable policy and planning documents at the regional, national and local levels adopt a similar focus.

In addition to both public and private sector initiatives, the voluntary or third sector has also become involved in promoting sustainable tourism development. NGOs such as Tourism Concern based in London or Studienkreis für Tourismus und Entwicklung in Germany have long campaigned to raise awareness of tourism’s potential negative consequences and the need for alternative, sustainable approaches to tourism development. At the same time charitable organizations working with the relief and development sphere, such as UK based agency Tearfund, have also sought to promote sustainable development through tourism.\(^7^0\)

In short, sustainable tourism development has, since the early 1990s, has represented the dominant tourism development discourse in academic, policy/planning and also political circles.

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\(^7^0\) Tearfund, *World Apart: A Call to Global Responsible Tourism*. Teddington: Tearfund, 2002
2.5. FRAMEWORK FOR MEASURING SUSTAINABLE TOURISM:

The concept of sustainability in the field of tourism demands economic viability, ecological sustainability as well as social equitability. Economic viability involves developing viable tourism industry within the context of overall economy of the host region.\textsuperscript{71} Ecological/environmental sustainability encourages preserving and enhancing the quality of environment and promoting new forms of tourism.\textsuperscript{72} Socio-cultural sustainability ensures equitable distribution of the financial and social benefits of tourism within the local economy and also preventing the perceived invasion of local culture due to tourist-host encounters.\textsuperscript{73} Combined effect of these three dimensions contributes to a variety of economic, environmental and socio-cultural benefits for residents'.\textsuperscript{74} Yet, unless maintained along sustainability lines, it also potentially threatens natural and built environment as well as degrades local social systems and also culturally authentic lifestyles.\textsuperscript{75} In this regard, WTO aptly added that sustainable tourism should: \textsuperscript{76}

- Make optimal use of environmental resources that constitute key element in tourism development maintaining essential ecological process and helping to conserve natural heritage and biodiversity;

\textsuperscript{71} L. Brigiglio, B. Archer, J. Jafari & G. Wall (eds) \textit{Sustainable Tourism in Islands and Small States: Issues and Policies}. London: Cassell/Pinter, 1996, p75
\textsuperscript{72} Ibid, p75
\textsuperscript{73} Ibid, p75
\textsuperscript{76} WTO \textit{Indicators of sustainable Development for Tourism Destinations: A Guidebook}. Madrid: Spain, 2004, p9
• Respect socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values and contribute to inter-cultural understanding and tolerance; and

• Ensure viable, long term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income earning opportunities and social services to host communities, and contributing to poverty alleviation.

Fig 2.3: Three Dimensions of Sustainability

Source: UNWTO, 2004, p15

Obviously, the three dimensions of sustainability mentioned above cause both positive and negative impacts. It is incumbent upon stakeholders to manage destinations sustainability to meet the desired end so that positive impacts of each
and every dimension are maximized while keeping negative impacts at a low level. In this regard, Lane fittingly remarked that ‘positive and negative impacts are inevitable, successful sustainable tourism management maximizes the positive impacts and minimizes the negative impacts of the destinations’ environmental, economic, social and cultural dimensions’.77

‘Mountain tourism in the Himalaya is relatively new phenomenon, compared to Alps, with explosives and – in most areas- uncontrolled demand led growth over past 300 years: tourists, visitors and pilgrims simply arrived and the region reacted to meet their needs’.78 The Himalaya draws different types of visitors: pilgrims- mainly local or from the region; trekkers and mountaineers- mostly Western adventure tourists’ and sportsmen; and the increasingly affluent and touristically important ‘plain tourists’- holidaymakers from the rapidly urbanizing hot plain areas of Asia for whom mountain provide a welcome change in pace, scenery, air quality and temperature.79

The distinguishing feature of mountain tourism is high natural and biological diversity, wilderness, insular culture and subsistence focused ways of life.80 It is labor intensive in nature than the plains, necessitating a greater number of support staffs (porters, mountain guides, mule owners) to accompany trekking groups or

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mountaineering expeditions; and to carry supplies up to remote destinations not connected by road or air. The rural and remote areas have long been considered as appropriate locations for tourism to act as a catalyst for major development.

As the mass tourism creep in, a numbers of such destinations, especially in Indian Himalaya, are facing a threat of extinction. Dax points out that the fast pace of globalization and mass tourism are threatening mountain communities and the resources they depend on. Worldwide, mountain areas face increasing marginalization, economic decline and environmental degradation. Hence, proper management of mountain resources and socio-economic development of the people requires immediate attention. Against this anthropogenic pressure, sustainable tourism can be a promising vehicle for economic development and poverty reduction, unlocking economic diversification in poor and marginalized rural areas that lack other significant development opportunities (UNWTO 2002; Ashley et al 2004).

As sustainable tourism involves three dimensions of tourism sustainability, it needs to be attended to with due caution. In this regard, Hunter remarked that sustainable tourism needs to address different goals in different situations. Law et al explained this situation as 'each destination has the challenge of identifying the

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factors causing change locally, and of understanding their dynamics in its own context. Consequently, a policy adopted in one particular situation must not be regarded as the modal solution for another destination. Nor indeed would current policy be adequate for dealing with future problems in the same destination.

Economic sustainability brings much needed economic prosperity for the host nation in the one hand while its overreliance might cause disruption in tourist sites on the other. In broad sense, a positive economic impact of tourism creates jobs for the host region, an increased standard of living income redistribution and also improvement in the cost of land and housing. It also enhances cost of living, price of goods and services, the development and maintenance of the infrastructure and also provide for much needed fund for preservation of natural, cultural and local environments. In long established mountain tourist regions in the Andes, the Alps, the Rocky Mountains or the Himalayas, tourism provide up to 90 per cent regional income. Maharana reported that 69 per cent of the total household income comes from tourism related activities in the Eastern Himalayan Region which increased the income and consumption pattern of the community. The local stakeholders have increased their share to conserve biodiversity through organizing themselves

in community based tourism and managing enhancement facilities. Tourism has greatly improved access, communication, infrastructure and level of education in previously remote areas plagued by problems of survival and out migration.

Adverse economic impact caused by poorly designed hotels and other tourist facilities not compatible with local architectural style and scale; use of inappropriate building materials; badly planned layout of the tourist facilities, obstruction of scenic views by development among others. The over dependence on tourism sector, increased inflation and higher values, spurt in imports (labor or goods), seasonality, poor garbage collection and disposal etc have negative consequences upon host destinations.

Social dimensions necessitate involvement of local communities in tourism related activities. Although, socio-cultural dimensions are qualitative and subjective in nature; however, tourism creates opportunity to learn and share the cultural traditions including tourists’ indigenous culture. It also leads to improvement of local public services, increased cultural activity and the alterations to some aspects of traditional culture. Conversely, such impact could negatively affect the perception of residents’ (Jurowski et al 1997, Liu & Var 1986, Milman & Pizam

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1988, Perdue et al 1987) and may cause social disruption including increase in crime rate among others (Gunn 1988, Johnson et al 1994, Milman & Pizam 1988).

The focus of environmental dimension is to implement environmental and quality standards agreed by relevant organization for tourism projects and allocation of revenues to prevent degradation of the destination’s resources. As Inskeep indicates, there are three aspects of tourism environment relationships. These include:

- Many features of the physical environment are consistently to be attractions for the tourists;
- Tourist facilities and infrastructure constitute all aspects of built environment; and
- Tourism development and use of an area generates environmental impact.

Such tourism environment tussle for wrong reasons can lead to catastrophe. Such a crisis in destination has a direct impact upon sustainability of tourist destination. Ashley argues that while the tangible impact of crises may be localized the damage to the destination as a safe place for visit may be substantial and so seriously affect tourism demand and consumer confidence. The recovery after crisis may take considerable time and can be aggravated by substitution of other destinations.

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Study reveals that, in mountain tourist destinations, forest remains undisturbed in the steeper slopes and degradation increased near the settlement and tourist campsites where interference was pronounced. S.C. Rai et al added that littering of tracking corridor, fuel wood extraction, trail side erosion as a result of large number of trekkers, pack animal movement and unregulated grazing by animals are the issues need to be addressed urgently. Kumari et al observed that increased human interference in the ecologically fragile areas can cause irreversible change in the existing ecological processes. This necessitates a methodological management of ecotourism destinations, which can minimize the impacts from ecotourism activities while offering benefits to local communities. Chaturvedi has found deforestation as the main cause of landslides in Indian Himalayas. However, such degradation is not always the result of timber collection by locals, the exploitation of forest resources for commercial purpose by the forest department along with construction of road projects caused large scale felling of trees.

According to Leong, many countries have made unwise investment in tourism that is often imposed on local communities, especially rural and minority communities,
at a level and speed that causes great social disruption. Luhomi stresses that hill stations have been victim of resource use conflict and depletion of natural resources due to expanding hotels and tourism industry. Dodd's remarked that many destinations did not address the issue of sustainability until negative pressures were felt. Chakraborty argued that the construction boom in capital cities of hill stations and its pattern of construction have raised serious question of transforming the region into eco-friendly destination. Silori's study observed that growth of tourism should not be entertained at the cost of environment; rather closure of tourism activity in those destinations can be an option which the policy makers can ponder over. However, in such cases, there should be an arrangement for alternative employment opportunities for local people.

Recent research findings show that one of the most crucial problems relating to sustainable development centers on the contradiction between the ethics of local involvement in decision making process compared with that of capital sustainability. This information necessitate assessment of ethical problems and suggest how alternative principles or philosophy such as Buddhist ethics could be

developed to increase social mobilization towards local sustainability. In the Greater Mekong Sub-region (GMS) of Thailand, Buddhist philosophy is certainly one of the principles for symbolic ideas, spiritual inspiration and ethical principles in creating a concept of sustainable development (Silva 1998; Tuckers and Williams 1997; Payutto 1995). However, its significance in this area needs to be thought through.

The above mentioned adversaries of tourism destination call for immediate attention to and use of sustainable indicators for assessing tourism conditions and its periodical review. It also requires well developed sustainable tourism benchmarking so that comparable results can be drawn. Such benchmarking requires ‘continuous measurement of performance of tourist destinations (both strengths and weaknesses) not only against itself or other destination in the same or different country but also against national/international quality grading system by assessing both primary and secondary data for the purpose establishing priorities, setting targets and gaining improvements in order to gain comparative advantage’. To address this issue, Cernat and Gourdon (2007, 2012) developed Sustainable Tourism Benchmarking Tool (STBT) to facilitate benchmarking of sustainability indicators. The STBT presents a methodology which is helpful in detecting sustainability problems in tourism destinations; and by using benchmarks and policy relevant indicators, the methodology enables policy makers to make informed decisions and also raises the prospect of sustainability in respective

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countries. In this regard, seven key dimensions of sustainability were prescribed for assessment. These include: 110

- Tourism Assets;
- Tourism Activity;
- Tourism related Linkages;
- Tourism related Leakages;
- Environmental and Social Sustainability;
- Overall Infrastructure and
- Attractiveness.

Similarly, WTTC regularly brought out information on Travel and Tourism (T&T) benchmarking in four heads viz, direct T & T’s contribution to the economy, indirect T & T’s contribution, induced contribution and total contribution. 111 The direct contribution comprised of industries (i.e. accommodation services, foods and beverages, retail trade, transportation, culture and recreation), commodities (i.e. accommodation, transportation, entertainment and attraction) and services of spending (including residents’ domestic spending, business domestic travel spending, visitor exports and government’s spending). The T & T’s total contribution is measured through its contribution to GDP and employment.

111 WTTC, Methodology for Producing the Travel and Tourism Economic Impact Research, Oxford Economics, Oxford: UK, 2013, p-3
At the corporate level, the International Hotel Environmental Initiative have established the means for hotels to generate and exchange information on a wide range of economic, social and environmental factors related to sustainability, permitting benchmarking between hotels.\textsuperscript{112}

Fig. 2.4: Adopted Framework for assessing Sustainable Tourism

- Growth of Tourism
- Tourism Conditions
- Community Participation

Against this backdrop, our study gives emphasis on three pillars of sustainable tourism, namely, growth of tourism industry, highlighting its trends and pattern, tourism conditions as well as community participation in tourism on the basis of chosen parameters on sustainable tourism benchmarking. In fact, no studies in Sikkim have so far been undertaken address the issues relating to three dimensions of sustainability covering all the four districts and seven popular tourist

\textsuperscript{112} \url{http://www.benchmarkhotel.com}. accessed on 07.07.2013
destinations. In this regard, the study is first of its kind to address a number of indicators relating to sustainable tourism in the State.

2.6. PARAMETERS OF ENQUIRY:

Indicators are tools for assessing the magnitude of tourism development from the perspective of economic, socio-cultural as well as environmental implications. These are information sets which are formally selected for regular use to measure changes in key assets and issues of tourism destinations and sites. WTO defined it as “measures of the existence or severity of current issues, signals of upcoming situations or problems, measures of risk and potential need for action and means to indentify and measure the result of actions”. Accordingly, the development of indicators in the tourism research can be seen as an effort to make sustainable development measurable. Butler argues that without indicators the term sustainable is ‘meaningless’, while Weaver blames the lack of progress in the implementation of sustainable tourism on the ‘overall lack of knowledge and consensus with regard to indicators’.

The principle activity indicators are the number of tourists and tourism receipts accruing to a destination. The activity indicators can be disaggregated by type of travel, trip, country of origin and the purpose of visit. Such a detailed statistics could throw light upon the number of specific characteristics attached to a

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destination. Depending on this, the tourism activity indicators could also suggest the ways in which average expenditure per trip can be increased. The two most prominent ways of increasing average expenditure per trip is enhancing the length of stay or expenditure per day.

Certainly, the obvious indicator is the number of tourist arrivals i.e the absolute number of tourists for each region and period. Carte-Jimenez found that only domestic tourism has positive influence on the economic growth of internal region. However, the other findings suggest that both types of tourism is essential for registering economic growth.

Tourism density ratio measures tourist arrivals per square kilo meter land area of the destination (tourist arrivals/km²). McClroy and De Alburqueque (1998: 146) argues that this measure would be good proxy of both environmental impacts and social effects.

As an indicator, the seasonal concentration of tourist influx has both economic and ecological consequences. Huge concentration of tourists during peak season demands significant investment and construction work in order to build capacities that would satisfies tourist needs. On the other hand, if such capacities are sub-optimally used during lean season, then economic justification of such construction

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can affect the local economy. Twining-Ward and Butler\textsuperscript{118} posit that ideal situation is when 30 per cent of the annual traffic is achieved in full season, but this is practically impossible in many tourist places.

Repeat visitor indicate visitor satisfaction which is measured in percentage terms of the tourists who visited the same destination. Repeat visitors also develop destinations loyalty over other destination (Alegre & Cledere: 2006; Yuksel:2000 and Yoon & Uysel: 2005). Tourist satisfaction is used as an intermediate explanatory factor for repeat visitors; however, a number of studies explained the factors that determine tourist satisfaction\textsuperscript{119}. In fact, tourist satisfaction is defined as the ‘result of interaction between a tourist experience at the destination area and the expectation they had from the destination’\textsuperscript{120}

UNCTAD defined leakage as ‘the process whereby part of the foreign exchange earnings generated by tourism rather than reaching or remaining tourism receiving countries is either retained by tourist generating countries or other foreign firms.'\textsuperscript{121} Joshi and Dhyani’s study argued that increasing trend of tourist inflow would create numerous jobs and income opportunity in tourist destinations, implications of the large turnout on the resources, cultural environment and ecotourism would be significant. With the declining livestock population, production of food grains and

switch towards cash crops results in replenishing these products from outside.
caused leakage and increase in the cost of popular tourist pockets.\textsuperscript{122}

Sattar and Shaban's study reported that the concentration of tourism activity mainly
in one destination results in excessive pressure on the supply components causing
shortage of supply and creating many other additional problems.\textsuperscript{123} Sankrityayana
added that the contribution of tourism in destinations should be extended to the
economy at large, instead of confining to urban concentration and private
entrepreneurs.\textsuperscript{124}

Cohen,\textsuperscript{125} Murphy et al\textsuperscript{126} are of the opinion that heritage and culture of a
destination i.e. history, institutions, customs, architectural features, cuisine,
traditional network, music, handicraft, dance etc. provides a basic and powerful
force for the prospective visitors.

Cevelek observes that safety and security are primary requirement for growth,
attractiveness and competitiveness of tourism destinations.\textsuperscript{127} Without safety,
destinations cannot successfully compete on generating markets as potential tourists
do not want to visit a place that they perceive as unsafe. Chiang asserts that safety

\textsuperscript{122} R. Joshi and P.P. Dhyani, 'Environmental Sustainability and Tourism: Implication of Trend
\textsuperscript{123} Sanjukta Sattar and Abdul Shaban, 'Development of Tourism Industry in Sikkim: A Spacio-
\textsuperscript{124} Jeta Sankrityayana, 'Development without Shocks: A Himalayan Experience', in M. P. Lama
(ed) \textit{Sikkim Society Polity Economy Environment}, Indus Publishing Company, New Delhi in
association with Himalaya Today Society, Gangtok, 1994,Pp208-220
\textsuperscript{125} E. Cohen, 'Authenticity and Commodification in Tourism', \textit{Annals of Tourism Research}, Vol.15,
No.2, 1998, Pp371-386
\textsuperscript{126} Murphy, P.,Pritchard, M. and Smith, B. 'Destination Product and its Impact on Travelers
\textsuperscript{127} Navenka Cavelek, 'Tour Operators and Destinations Safety' \textit{Annals of Tourism Research},
Vol.29, No.2, 2002, Pp478-496
and security has been identified as one of the five global forces that will drive
tourism industry in the years to come and is an important consideration in tourist
destination choice. A safety concern causes a decline in tourist arrivals, reducing
tourist expenditure and can cause a downturn in travel. The safety and security of
a destination is therefore plays a role in determining the level of attractiveness.

Destinations general infrastructure comprised of accommodation sector, road
transport networks, airports, train services, water supply, telecommunications,
sewage, health care facilities, sanitation, electricity generation system, financial and
computer services among others. Smith argues that service infrastructure is housed
within larger macro environmental or physical plant of the destination. Tourist
experience cannot be properly understood unless we take into account the larger
context and the setting in which these encounter take place. The overall tourism
infrastructure consists of accommodation facilities, themed attractions, fast food
outlets, taverns/bars, tour operators, travel agents, car rental firms', local
convention and visitor bureaux. In short, such infrastructure facilities are
collectively referred to as tourism conditions.

A number of studies looked into tourist-transport interface in detail. They are of the
opinion that transport provides a major boost in the tourists ability to travel because
transport is a vehicle for most form of travel without which tourism could not

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131 G. Watson & J. Kopachevsky, 'Interpretation of Tourism as a Commodity', *Annals of Tourism
occur. Transport is the dynamic element which links tourists from the origin areas with destination areas (Hoyle & Knowles: 1998; Page: 1994). Islam and Chowdhury ‘asserts that tourism has been one of the hidden factors that has assisted the dynamic economies in South-East Asia to develop exports markets.'\(^{132}\) In this regard, Chew aptly remarked that continued introduction of new transport technologies enabled travelers to move between origin and destination either faster, safer or for a lower cost.\(^{133}\)

Studies reported that hospitality relate to perceived friendliness of the local population and community attitudes towards tourists. It comprised of warmth reception by local people; willingness of residents to provide information to tourists; attitudes towards tourists and the tourism industry among others (Canestrelli & Costa: 1991; Machlis & Burch: 1983). Tourist guidance and information including signages at pertinent points is also important to visitors feeling valued by the residents of a destination.

The impact of tourism require some monitoring in order to protect community well being and also ensure long term viability of the tourism products\(^{134}\). The community as host to tourism is vital in the visitor experience and may affect tourism development by willingness or otherwise to be involved in the tourism industry\(^ {135}\). Research findings suggest that it is impossible to sustain tourism that is

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### Table 2.2: Indicators as suggested by different Global/Regional Agencies

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Destination</th>
<th>No of Indicators</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>International (WTO, 2004)</td>
<td>168 Indicators including 29 basic indicators</td>
<td>29 basic indicators on core issues on sustainable tourism along with 139 supplementary issues for all types of destinations.</td>
</tr>
<tr>
<td>02</td>
<td>International (Vellas, 2000)</td>
<td>10 Indicators</td>
<td>10 indicators compatible with all types of destinations, segregated into several measures to encompass quantitative and qualitative aspects.</td>
</tr>
<tr>
<td>03</td>
<td>European Cities (European Environmental Agency, 2004)</td>
<td>11 indicators</td>
<td>11 key indicators compatible with destinations in European Countries and the West in general.</td>
</tr>
<tr>
<td>04</td>
<td>Albufera de Valencia (WTO, 2004)</td>
<td>141 Indicators</td>
<td>141 indicators of pressure, state and response to measure the capacity and ecosystem of attractive but vulnerable natural landscapes</td>
</tr>
<tr>
<td>05</td>
<td>Balearic Island (WTO, 2004)</td>
<td>50 Indicators</td>
<td>50 indicators for a destination where tourism is the main factor.</td>
</tr>
<tr>
<td>06</td>
<td>Canary Island (WTO, 2004)</td>
<td>9 Indicators</td>
<td>9 indicators that serve as a guide in sustainable tourism planning process for a coastal destination</td>
</tr>
<tr>
<td>07</td>
<td>Cape Breton Island Canada (WTO, 2004)</td>
<td>30 Indicators</td>
<td>30 indicators resulting from a participating approach compatible with all types of destination</td>
</tr>
<tr>
<td>08</td>
<td>Caribbean Region (WTO, 2004)</td>
<td>14 Normative Indicators</td>
<td>14 normative indicators that demonstrate the progress toward a common set of indicators for regions where tourism is an important engine of the economy</td>
</tr>
<tr>
<td>09</td>
<td>Kukijuca, Croatia (WTO, 2004)</td>
<td>44 Indicators</td>
<td>44 indicators resulting from a WTO workshop on indicators in 2001, applicable to all types of destinations</td>
</tr>
<tr>
<td>10</td>
<td>Samoan Island (WTO, 2004)</td>
<td>20 Indicators</td>
<td>20 indicators adopted by the Project advisor Committee made up of elected officials</td>
</tr>
<tr>
<td>11</td>
<td>Switzerland, 2007</td>
<td>20 Indicators</td>
<td>20 indicators defined in the DPSIR (Drivers, Pressure, State, Impact, and Response) system applicable to all types of destinations.</td>
</tr>
</tbody>
</table>


In the next stage, selection of priority issues is chosen based on available literature as well as the ground reality of the destination. Accordingly, the derived three pillars of sustainable tourism were adopted from established practices and
guidelines set by world bodies engaged in promoting tourism all over the globe. In fact, the chosen pillars encompasses majority of the 29 basic sustainable tourism indicators developed by WTO. The first pillar, *growth of tourism industry* comprised of variables essentially covers trends and patterns from the point of view of sustainable tourism. *Tourism conditions* basically throw light upon both natural and built infrastructure prevailing in the State of Sikkim catering to the supply side of tourism. Lastly, *community participation in tourism* cited as precondition for encouraging sustainable tourism.

In the next step, desired indicators are identified from among the guidelines set by world bodies in consonance with its usefulness in the destination area. A compendium of which is mentioned in the table given below.

<table>
<thead>
<tr>
<th>Baseline Issues</th>
<th>Baseline Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Satisfaction</td>
<td>▶ Local Satisfaction Level with Tourism (Questionnaire)</td>
</tr>
<tr>
<td>Effect of Tourism on Communities</td>
<td>▶ Ratio of Tourist to Locals (Average and Peak period/ Days)</td>
</tr>
<tr>
<td></td>
<td>▶ % who believes that tourism has helped bring new services (Questionnaire)</td>
</tr>
<tr>
<td></td>
<td>▶ Number and Capacity of Social services available to the Community (%)</td>
</tr>
<tr>
<td>Sustaining Tourist Satisfaction</td>
<td>▶ Level of Satisfaction by Visitors (Questionnaire)</td>
</tr>
<tr>
<td></td>
<td>▶ Percentage of Repeat Visitors (Questionnaire)</td>
</tr>
<tr>
<td></td>
<td>▶ Number of Local People Employed in Tourism</td>
</tr>
<tr>
<td></td>
<td>▶ Revenue Generated by Tourism</td>
</tr>
<tr>
<td>Economic Benefits of Tourism</td>
<td>▶ Hotel Occupancy Rate</td>
</tr>
<tr>
<td></td>
<td>▶ Seasonality</td>
</tr>
<tr>
<td></td>
<td>▶ Leakage (Imported Goods)</td>
</tr>
<tr>
<td></td>
<td>▶ Tourism Contribution to Local Economy</td>
</tr>
<tr>
<td>Drinking Water Quality</td>
<td>▶ Water Portability</td>
</tr>
<tr>
<td>Sewage Treatment</td>
<td>▶ Sewage Cite Receiving Treatment</td>
</tr>
<tr>
<td>Solid Waste Management</td>
<td>▶ Volume of Waste Produced and Recycled</td>
</tr>
<tr>
<td>Controlling Use Intensity</td>
<td>▶ Total Number of Tourist Arrivals (mean, monthly, peak periods)</td>
</tr>
</tbody>
</table>

Source: WTO, 2004, p14
Accordingly, we have chosen 26 parameters of enquiry from among the guidelines provided by WTO against three pillars or issues on sustainable tourism. As trend and pattern constitutes an integral part of this study, special focus is given to both in consonance with adopted indicators. Pattern essentially looks after sustainability aspect. Similarly, tourism's contributions to Net State Domestic Product (NSDP) and tourism receipts are macro level indicators to measure its economic impact. Several studies in the literature survey have thrown light upon the tourism concentration in Sikkim. Such concentration needs to be studied in detail covering both destination level concentration and market concentration. Tourism conditions incorporate an account of tourism resources and assets, both natural and built, and steps taken to conserve and preserve its sustainability. The last but not least, the local participation in tourism in Sikkim, a vital component of sustainability, needs a thorough examination on the basis of prescribed indicators. Simultaneously, impact of haphazard tourism growth in the region and problems encountered by the tourism industry in the State needs to be studied and captured in detail. The list of identified parameters of enquiry is given in the following table.
Table 2.4: Parameters of Enquiry Proposed for the Present Survey

<table>
<thead>
<tr>
<th>Pillars</th>
<th>Sl. No</th>
<th>Indicators/ Parameters of Enquiry</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Growth of Tourism Industry</td>
<td>01</td>
<td>Tourist Inflows- Domestic and Foreign</td>
</tr>
<tr>
<td>A. Trends</td>
<td>02</td>
<td>Tourism Density</td>
</tr>
<tr>
<td></td>
<td>03</td>
<td>Tourism Receipts,</td>
</tr>
<tr>
<td></td>
<td>04</td>
<td>Tourism's Contribution to NSDP</td>
</tr>
<tr>
<td>I. Growth of Tourism Industry</td>
<td>05</td>
<td>Seasonality Pattern</td>
</tr>
<tr>
<td>B. Pattern</td>
<td>06</td>
<td>Length of Stay</td>
</tr>
<tr>
<td></td>
<td>07</td>
<td>Pattern of Tour Party</td>
</tr>
<tr>
<td></td>
<td>08</td>
<td>Spending Pattern</td>
</tr>
<tr>
<td></td>
<td>09</td>
<td>Hotel Bed nights/Occupancy Rate</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Repeat Visitors</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Tourism Concentration</td>
</tr>
<tr>
<td>II. Tourism Conditions</td>
<td>12</td>
<td>Diversity in Tourism Attractions</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>Status and Development of Tourism Circuits</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>Accommodation Sector</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>Connectivity and Transportation</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Tourist Security</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>Health and Hygiene</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>Tourism Convenience</td>
</tr>
<tr>
<td>III. Community Participation</td>
<td>19</td>
<td>Tourist-Host Ratio</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Employment in the Tourism Sector</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>Community Participation in the Attraction Sector</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>Community Participation in the Accommodation</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Community Participation in the Transport</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>Community Participation in the Art and Craft</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>Attitudes of the Locals towards Tourists</td>
</tr>
</tbody>
</table>

Source: Compiled from 'Indicators of Sustainable Development for Tourism Destinations- A Guidebook', WTO (2004), Madrid, Spain.

2.7. METHODOLOGY AND DATABASE:

The study is descriptive in nature and calls for collection of both primary and secondary data. Secondary data on various aspects of growth of tourism industry at the state, regional and national levels have been collected from published reports and other publications of both central and state governments and also of such official bodies as the United Nations World Tourism Organization (UNWTO), United Nations Environment Program (UNEP) etc. Information regarding
government plans, policies, programs, strategies have been collected from the publications of the Department of Tourism (Government of Sikkim), Ministry of Tourism and Culture (Government of India), Directorate of Census Operations (Government of India), Planning Commission (Government of India), Directorate of Economics, Statistics, Monitoring and Evaluation (Government of Sikkim), as well as from the periodicals, bulletins and reports published by different agencies both in the public and private sectors. The information regarding the conceptual and theoretical aspects of sustainable tourism growth is availed from published, unpublished literature as well as internet publications.

However, for an in-depth understanding of the pattern of growth of tourism industry in Sikkim as well as for identifying the industry’s major problems from sustainability point of view, the study has necessitated collection of primary data directly from tourists by means of judgment sampling. The viewpoints of the local people, who are considered to be the other major stakeholders in any program for tourism growth, also taken into account to assess the level of community participation in the State.

The final selection of the respondents done in two stages:

In the first stage, four tourist locations have been purposively selected. These four locations are: Gangtok (East Sikkim), Yumthang (North Sikkim), Ravangla (South Sikkim) and Pelling (West Sikkim). From our initial surveys, we could gather the idea that these four locations together draw and accommodate more than eighty per cent of the tourist arrivals in Sikkim. Respondents were selected from the above
four locations by undertaking spot visits to each of the locations selected. Each destination was visited twice - once in tourism peak season in Sikkim i.e. April, May and again in lean season-December, January. For collecting feedback from the respondents' in each destination, specific locations were chosen. All the tourists present in the chosen locations at the hour of survey were approached by using judgment sampling method and the willing and cooperative ones are thoroughly interviewed.

In the final stage, three more tourist locations were covered which includes Yuksam (West Sikkim), Namchi (South Sikkim) and Geyzing (West Sikkim) to slot in the rest twenty per cent of the survey. The final size of the sample comprised of 66 per cent visitors and 34 per cent locals selected by means of convenience sampling i.e. based on the respondents’ readiness to cooperate. Covering all the stages of survey, a total of 468 tourists’(both domestic and foreign) interviewed in the survey spanning four months’ and tourists destinations like Gangtok (East Sikkim), Yumthang, Lachung (North Sikkim), Namchi, Ravangla (South Sikkim) and Gaysing, Pelling and Yuksam (West Sikkim) was covered. Out of 486 tourists surveyed, domestic tourists’ comprised of 336 visitors or 72 per cent of the total while foreign tourists’ surveyed numbered 132 or 28 per cent. Among domestic tourists’ 316 or 94 per cent was male while 20 visitors’ or 6 per cent was female. In the case of foreign tourists, 84 visitors or 64 per cent was male while the rest 48 visitors or 36 per cent was female. Taken as a whole, 86 per cent of the total tourists surveyed are male while the remaining 14 per cent are females. Altogether, 240 inhabitants spread in seven locations were purposively selected so as to cover
the different strata of the local communities. The strata for the local people consist of different occupational segments like the shop keepers and traders, government employees, teachers, employees in the unorganized sector, students, unemployed youths as well as taxi operators.

For collection of data from each group of respondents’, separate schedules were used which were partially structured with provision for direct open ended questions. Of the 25 adopted indicators, four of these are employed to assess the magnitude of trend. Accordingly, time series exponential curves are used to assess the trend in the tourism industry of the State. As pattern essentially covers core sustainability issues, due weightage is given to it by adopting seven parameters. Seasonality pattern calls for use of moving average to assess its pattern. Apart from seasonality pattern, occupancy rate and spending pattern, the other four parameters are directly covered through the visitors’ survey. Altogether, seven parameters are used to measure tourism conditions; out of which tourism attractions, accommodation, connectivity, tourist security as well as a portion of tourism convenience are addressed through field survey. In all, seven more parameters are used to evaluate the status of community participation in tourism, another core element for promoting sustainable tourism. In this regard, four out seven adopted parameters covered by the field survey while the others are supplemented from secondary sources.