

SUSTAINABLE TOURISM:PRACTICUM AND POLICY MANAGEMENT

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Abstract:

Tourism is a rapidly developing industry with many branches. Practicum and tourism management is the discipline of providing exceptional experiences to tourists and promoting a steady flow. A compact knowledge of business administration, food service and event management is essential for anyone working in the hospitality industry. Expertise is needed to manage and sustain tourism and ensure a great experience. Tourism attracts tourists to the country. It helps in the economic progress of our country. It creates employment. Tourism is a great way for cultural exchange. So tourism of the country should be encouraged because tourism provides the facility to discover the beauty of the world.

Tourism has become a practicum industry helps to accumulate foreign exchange. It helps our country to earn foreign exchange. Every year a large number of tourists visit India and other places. They go to different places, stay there and shop there. It contributes significantly to the currency. Despite the global recession, there has been a percentage increase in tourism.

Key Words:

Tourism and Practicum, Government Policies, Contribution of tourism, Analysis of supporting policies and schemes, Assessment of tourism, Management of Tourism, Agenda for sustainable tourism.

Introduction:

Tourism is a constant source of public and private income. Tourism also helps in employment generation. This provided employment opportunities in the hotel industry, hospitality industry, service sector, entertainment, and transportation industry. Have you ever noticed that when a place is declared as a tourist destination, the place undergoes significant transformation. Tourism improves dams, roads, connectivity, airports and helps tourists to visit a place better. This helps in the development of tourism infrastructure.

Sustainable tourism is a great way to promote social progress and cultural exchange. It encourages social progress by teaching tourists to show respect, tolerance and love to each other while visiting new developments. Tourism helps to showcase the beauty, art, history and culture of our country. Different people from any country bring beautiful and cultural concepts with them and spread those concepts to different places. Thus tourism gives scope to local skills, language and art. In this way cultural heritage is preserved.

Tourism and Practicum:

Various initiative policies taken by the government to promote tourism:

- E-Visa facility for citizens of 163 countries under three categories - tourist, medical and business.
- Conducting Global Media Campaign on various International TV Channels.
- 'The Heritage Trail' launched to promote World Heritage Sites in India.
- Organizing 'ParyatanParv' with three components.
 - ✓ DekhoApnaDesh: Encouraging Indians to visit their country;
 - ✓ Tourism for all: To conduct tourism programs in all the states of the country;
 - ✓ Tourism and Governance: Organizing interactive sessions and workshops with stakeholders on various topics.
- With the objective of overall development of the identified pilgrimage sites, the Ministry of Tourism launched the National Mission on 'Pilgrimage Rejuvenation and Spiritual Augmentation Drive', but only three hill stations are included in the planned budget. States (Jammu and Kashmir, West Bengal and Uttarakhand) have been mentioned.
- Tax Incentives: Provision for investment related deduction has been added under Section 35 AD of the Income Tax Act for setting up new hotels in the 2-star category across India. 100% deduction has been provided on any type of capital investment except land.
- Incentives by the State: Incentives offered by the State Governments include subsidy in cost of land, exemption in stamp duty, exemption on sale/lease of land, electricity duty tax incentives, concessional rate of interest loans, investment subsidies/tax incentives, in backward areas Subsidies and special incentive packages for mega projects are included. Incentives are provided for setting up projects in special areas like North-East, Jammu & Kashmir, Himachal Pradesh and Uttarakhand.
- Promotion by the Ministry of Tourism: Providing assistance to projects that generate more revenue. Such as supporting Public Private Partnership (PPP) in infrastructure development; Schemes for capacity building of service providers, etc.
- A mobile application called 'SwachhParyatan' was launched in the year 2016, which facilitates citizens to report any issues of cleanliness at various tourist places across the country.
- The Ministry of Tourism launched a 24x7 toll free multi-lingual tourist helpline in 12 languages in the year 2016.

Contribution of tourism to the state's economy:

Trade, hotels and restaurants are considered contributing factors to the Gross State Domestic Product (GSDP). According to RBI data, states like Uttarakhand, West Bengal, Tripura, Assam and Meghalaya have tourism contributing more than 10% of GDP. The contribution of tourism to the Gross Domestic Product (GSDP) of all hill states is decreasing except Sikkim. It is also clear that the contribution to the Gross State Domestic Product does

not form the basis of priority investment in this sector. With this it can also be assumed that the promotion of tourism is mainly in the hands of the private sector as tourists still come and most of the services they get from the private sector.

Analysis of supporting policies and schemes:

Bruntland Commission Report (1987)

Sustainable tourism has been widely debated in sustainable development dialogues as a solution to mass tourism and environmental degradation. The Rio Earth Summit (1992) added another chapter to this by binding agreements to combat biodiversity, climate change and desertification. To understand how well THE States are capable of sustaining sustainable tourism, twelve core areas (set by the UNESCO Checklist Draft for Sustainable Tourism Strategy) were assessed. These 12 areas are:

(1) Disaster Management (2) Pollution Control (3) Visitor Management (4) Tourist Traffic Management (5) Crisis Management (6) Waste Management (7) Natural Resource and Ecology Management (8) Quality Standards/Control Mechanism (9) Tourism Enterprise Development Administration (10) Energy (11) Gender Base, and (12) Marketing and Branding.

Assessment of tourism in International Health Regulations on the basis of above mentioned 12 parameters:

In most of the International Health Regulations states, these parameters are given little importance in the formulation of policies or plans. In general, the industrial policy of all International Health Regulations states lacks synergistic elements with other sectoral policies and plans. It is encouraging to see that Waste Management, Marketing & Branding and Tourism Enterprise Development (Administration) are largely represented. The neighboring countries witness an improvement in living standards, traditional cross-border pilgrimages (such as Kailash in Tibet, Muktinath in Nepal, CharDham in Uttarakhand, India) and an ever-increasing number of tourists from neighboring countries. The IHR must therefore have a clear cross-border and strong inter-state coordination as visitors and tourism partners cross-border with different understandings of tourism standards, awareness of the delicate social, ecological and cultural contexts and sensitivities. traveling across.

Tourist sites are important for connecting trans-boundary protected areas (for example, Askot-ANCA on the Indo-Nepal border of Kailash and Kangchenjunga with 19 protected areas between India, Nepal and Bhutan). "Cross-Border Circuits in IHR" is an attractive scheme for tourist destinations

Management of Tourism Sector:

India ranks 15th in the world in terms of revenue from international tourism with a share of 1.62%. India received 8.03 million foreign tourist arrivals in 2015, a growth of 4.5% over 2014. According to the Economic Survey 2018, this sector is the third largest foreign exchange earner after gems, jewelry and apparel. India aims to create 100 million jobs through tourism and attract 40 million foreign tourists annually in the next few years. Presently 14.4 million

international tourists visit India every year. However, due to the vulnerability of the environment in the International Health Regulations (e.g. ban on deforestation), tourism is not very favorable for investment by the private sector.

Tourism Management Practices:

- **‘Making Tourism More Sustainable’ by WTO:**

Sustainable tourism takes full account of current and future economic, social and environmental impacts while meeting the needs of visitors, industry, the environment and host communities. It is not a specific form of tourism, rather it seeks to make all forms of tourism more sustainable. It ensures optimum use of environmental resources which is a key element in tourism development, maintains essential ecological processes and helps in conservation of natural resources and bio-diversity.

For this it is necessary to respect the socio-cultural diversity of the host communities, to preserve their built and living cultural heritage and traditional values, and to contribute to the promotion of intercultural understanding and tolerance. Ensuring viable and long-term economic operation; equitable distribution of socio-economic benefits to all stakeholders; Its main objectives are to provide stable employment and income-earning opportunities and social services for host communities and to contribute to poverty alleviation.

- **‘Tourism in the Green Economy’ by WTO and UNEP:**

This report encourages investment in 'Green Tourism'. Also provides guidance on how to raise such investment. This is due to the area's contribution to global greenhouse gas (GHG) emissions, water consumption in excess of residential water use, untreated water discharge, waste generation, loss of local terrestrial and marine biodiversity and damage to local cultures, built heritage and throws light on the challenges to the development of tourism including threats to the survival of traditions.

- **TERI and Metro Economica:**

It suggests the introduction of a special 'Tourist Tax'. It offers visitors a suggestion to collect/deposit a nominal amount as service fee for the provision of high quality environmental services.

- **Global Sustainable Tourism Council:**

- **Sustainable Destination Strategy:** It considers environmental, economic, social, cultural, quality, health and safety and aesthetic issues and has been developed with public participation. Destination Management: It defines the responsibilities, oversight and implementation capabilities for the management of environmental, economic, social and cultural issues.
- **Monitoring:** It is a system for destination monitoring, publicly reporting and responding to environmental, economic, social, cultural, tourism and human rights issues.

- **Climate Change Adaptation:** Under this, the risks and opportunities associated with climate change are identified and climate change adaptation strategies are encouraged.
- **Property Acquisition:** Contains laws and regulations related to property acquisition, rules and regulations that comply with communal and indigenous rights, ensure public consultation, and do not authorize resettlement without prior informed consent and/or appropriate compensation .
- **Crisis and Emergency Management:** The tourism destination has a crisis and emergency plan that is appropriate for the destination.
- **Protection of sensitive environments:** A tourism destination has a system in place to monitor the environmental impacts of tourism, conserve habitats, species and ecosystems, and prevent the introduction of invasive species.
- **Solid Waste Reduction:** A system to encourage enterprises to reduce, reuse and recycle solid waste in tourism destinations.
- **Agenda for sustainable tourism and related activities ;**
- **Economic Viability:** To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to sustain prosperity and benefit the country in the long run.
- **Quality of employment and social justice:** ensuring access for all to local jobs created and supported by tourism, including standardized skills and entrepreneurship development, wage levels, conditions of service, and preventing discrimination on the basis of gender, disability or otherwise .
- **Satisfactory Service:** To ensure a safe, satisfactory service to all visitors without discrimination by gender, disability or other means.
- **Community benefit:** Provides protection against social degradation or exploitation of any kind, including access to social structures and resources, facilities and life support systems, in order to maintain and strengthen the quality of life in local communities.
- **Cultural richness, integration and mutual understanding:** Respecting and enhancing the historical heritage, authentic culture, traditions and uniqueness of the host communities.
- **Physical integrity:** maintaining and enhancing the quality of International Health Regulations , protecting both rural and remote areas from environmental damage. This includes carrying capacity management, infrastructure, eco-labelling and waste management etc.
- **Mountain Biodiversity:** In the past, the quality of rural landscapes and how they are affected by tourism received the most attention. However, there should be equal concern for the integrity and aesthetic quality of the man-made, natural environment in rural and urban areas.
- **Resource efficiency:** Minimizing the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
- **Environmental Cleanliness:** Minimizing air, water and land pollution and waste generation by tourism enterprises and tourists.

- **Monitoring Standards and Evaluation:** Design and implement eco-labelling standards for measurement of change and performance to initiate timely corrective policy and practice actions.
- **Institutions and Processes:** Creating separate departments within tourism departments to oversee key aspects of the creation, marketing and promotion of key aspects of tourism and related information, including product development, standards, certification and guidelines.
- **Research/Science & Technology:** In the near future a detailed survey of tourists should be done to find out what kind of service they are demanding and identify the gap areas. To promote new opportunities and technologies for widening entrepreneurship and related skill development.
- **Finance and markets:** Market/state instruments (eg adventure tourism, sports equipment, waste management technologies) for entrepreneurship and start-ups should be encouraged by facilitating access to credit and low-interest loans.
- **Planning, Implementation and Monitoring:** All International Health Regulations states must integrate state development models to design tourism-related plans and investments that integrate targeted private sector investment. A system should be put in place for monitoring and publicly reporting tourist satisfaction.
- **Policy and regulations:** All major service providers must comply with international and national standard practices and local regulations for managing and promoting travel to Indigenous communities and culturally or historically sensitive sites in order to minimize adverse impacts and maximize local benefits and visitor fulfilment. As per the agreed upon instructions the augmentation should be prepared.

Some of the major problems with respect Tourism:

- **Socio-demographic problems:** Persistent lack of economic opportunities, adoption of generic development paradigms and inadequate access to resources by local communities have contributed to negative incentives. As a result, there was an exodus of youth and men from the villages of hilly areas and at this time mainly women live in homes. Due to this the cultural and social fabric of collectivism in the mountains has been destroyed.
- **Management degradation:** Adoption of management concepts including tourism and technologies (roads and infrastructure, manufacturing) (that are suitable for plains) leading to degradation of ecosystem services and human-wildlife conflict, forest fires Problems like land erosion have arisen with drying up of springs and land accumulation.
- **Security and National Sovereignty:** As the natural and cultural heritage is rapidly being degraded, so is the exodus from border and remote areas to the greener pastures of urban centres. Thus there is a feeling of socio-demographic alienation in the remaining population of 60 million. Thus, the sensitivity of the situation at the borders is visible as illegal trade, smuggling of wildlife, etc. is on the rise and cross-border engagement with cultural ties is further leading to inter-country polarisation.
- **Lack of Cohesion:** Development investments and interventions in tourism are not being coordinated, so there remains a lack of coordination between planning and

implementing institutions and networks that often lead to tourism Leads the development path towards an unstable model.

Conclusion:

For Sustainable Tourism: Practicum and Policy Management better access to existing national and state funding facilities should be ensured so that the works can be implemented in a time bound manner. Conditions should be created to ensure the protection of local stakeholders as key partners in the business sector and to enable them to invest in inclusive tourism business. The existing institutional and governance landscape in International Health Regulations needs to be updated and oriented towards the prospects for the development of International Health Regulations in the long term. There is a need for capacity development programs that not only mentor future policy-makers and professionals from the public and private sector, but also enable avenues for local economy and entrepreneurship through sustainable tourism. The list of actions suggested here, if incorporated and implemented in current tourism development plans, are likely to contribute to the conservation and development of tourism. Such implementation strategies should be in line with the International Health Regulations states and based on business plans that clearly address eco-labelling parameters, investment plans, and monitoring and evaluation. It is important here that climate change mitigation and adaptation actions are reflected in state, national policies and strategic plans and influence investments in sustainable tourism in International Health Regulations .

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