

## Understanding the issues and challenges effecting Sustainable tourism development

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### Abstract

Tourism is recognized as one of the biggest & fastest growing industry regarded for its highly contributing role in the global as well as national economy. Beside the economic importance of tourism it also has an impact & contribution on society, culture & natural environment. This contribution of tourism to the economic, socio-cultural & natural environment may be viewed in two ways both positive as well as negative. In order to achieve or maximize the positive contribution of tourism while at the same time minimizing its negative impact or in other way maximization of benefit of tourism while minimization of its cost towards the economy, society & its culture and natural environment is a big challenge faced by global tourism industry. This article tries to put light on the importance of sustainable tourism development as well as focus on those aspects understanding the challenges in a better way which affect it & will try to focus on measures which could better be exposed as a shield before those challenges.

**Keywords:** Continuity, Equity, Harmony, Quality, Shield, Soft, Viability

### Introduction

Tourism today has been recognized as one of the largest & fastest growing industry in the world. Tourism industry has experienced an increase of nearly 46.5% within a short span of ten years in terms of tourist arrival while it turn to double in terms of revenue & soon became one of the largest employer, employing 1 of every 11 job being created by various sectors in this planet & contributes to nearly 10% of Gross Domestic Product, 6% of the world's export & 30% of the service exported globally[60],[61]. Looking at the important contribution of tourism in an economy a large number of nations embraces tourism as

a tool to achieve economic progress & development of their respective territory. However, due to the lack of proper understanding of its pros & cons, lack of proper knowledge of how to accelerate this development, absence of proper mechanism to manage & control the resulting changes etc, the dream of tourism's role as a game changer soon became fade up which resulted the phenomena of embracing the sustainable development approach into tourism.

Sustainable tourism development may be viewed as development of tourism which takes care the need of present as well as future generation equally. Any form of tourism which incorporates the

environmental and cultural conservation objectives with an emphasis on delivering economic benefits to local communities would appear to be ideal for sustainable development.

However, this would be too narrow in sense if the main attempt & focus is put on to achieve sustained development of tourism rather than achieving sustainable development

### **Objectives of the study**

The main objectives of this study is to put light on the reality of tourism development as well as to focus on sustainable tourism which seems to be the most effective tools & could be used as a shield to cope up with the challenges which are the major impediments in achieving long term viability of tourism industry.

### **Methodology**

The method used for study is based on secondary sources. A large number of tourism related journals, books, magazine, periodicals as well as the use of different tourism & trade & commerce related website have been used.

### **Significance of sustainable tourism development**

A lot of discussion being made in regard to the significance or importance of sustainable tourism or what is the benefit of embracing it or why do we express our eagerness to it? Why so much chaos being made in favour of it? The benefits or significance or importance of sustainable tourism development are as follows:

#### **Quality:**

Quality is one of the most important issue associated with every one's life.

Developing sustainable tourism means providing quality tourist experience to visitors. While the quality visiting experience is directly proportionate to the

quality of environment of the tourist destination & Quality of environment of a tourist destination has two segments, natural environment & socio-cultural environment. Quality of natural/socio-cultural environment refers to the state of natural/cultural resources which seems to be comfortable to the tourist.

- ✓ Ensuring quality of life for host community
- ✓ Ensuring quality visiting experience for visitors
- ✓ Ensure to keep the environment quality to make it productive & regenerative.

#### **Equity:**

Another importance of sustainable tourism development is it tries to balance the need of tourist or visitors while at the same time it also pays attention to the need of host community & nature. Tourist need is to get satisfied when visiting to a destination & their satisfaction has a direct bearing on the host communities hospitable attitude, their response, behaviour, degree of cooperation, mentality towards the visitors & unless their need are satisfied & respected it is very tough to make them smile before tourist. While the importance of nature not to be neglected. The need of nature is the effective & efficient management of natural resource, utmost care & respect for them, reducing the pressure from it by minimizing harmful activities while maximization of those activities which could be beneficial for them.

- ✓ Ensuring that the need of host community is met.
- ✓ Ensure that the satisfaction issue of the tourist are taken care of.
- ✓ Ensure that the needs of the environment & natural resources are respected,

**Continuity:**

Sustainable tourism focuses on meeting the needs & aspiration of present tourist & host while ensuring the continuity & stability of resources so that it could maintain the flow of happiness for the future tourist & host too.

- ✓ Ensure that the destination continue to receive visitors
- ✓ Ensure that host community & their socio-cultural identities are valued & protected
- ✓ Ensured that the natures productivity does not hampered & it continues to remain in future.

**Harmony:**

Another important aspect of sustainable tourism is its ability to maintain harmony. As it tries to balance & fulfil the need of all the parties, particularly tourist, local residents involved it helps to achieve harmony among them.

**Link:**

Sustainable tourism seems to be a facilitator of linking the past, present & future. As it helps the present generation including tourist, host community, government, service suppliers etc to learn from the past & guide them to make over the deficiencies which have been found so that the problem may not arise anymore & they continue to receive their respective benefit.

**Guide:**

Sustainable tourism guides all the beneficiaries about the pros & cons of present state of tourism development & warns if not acted properly present & as well future beneficiaries of tourism development have to suffer.

- ✓ It guides the visitors to act in a responsible way while they are on a tour

- ✓ It guides the suppliers to be committed to nature & socio-cultural resourced while catering to the need of visitors.
- ✓ It guides the policy makers & planners to induce such policies which tend to effective in managing the developmental goal while the rights of every party are fully respected.

**An attempt to achieve sustainable tourism development**

As it is well known that there is no short cut single way to achieve sustainable development of tourism. It is a long term continuous & coordinated approach. Some of the notable aspects which may be useful in achieving sustainable development through tourism.

These are as:

**Inform:** Inform denotes to let all the stakeholders know about the proposed development.

**Aware:** Awareness refers to ones letting all the beneficiaries know about the development, make them conscious about the relative consequences of proposed development where nothing to be hidden to anyone & make them responsive & tell them about the ways through which they need to go & act. Here an important argument might be raised if the local communities are made aware about the negative consequences of proposed development or is they suspect that the cost of development will outweigh the relative benefit they might oppose it, but it has been found in a number of studies that even after encountering the negative impact of tourism if the residents are benefitted through the development they tend to be find opposing less.

**Encourage:** As it is found that even after getting informed & aware about the benefit many of the beneficiaries are reluctant to participate in the proposed development,

particularly poor native/local residents. Thus to take such measures which will induce & encourage them to get participated in the proposed development.

**Involve:** Involvement has two aspects. One may be viewed as encouraging the stakeholders to participate is not enough rather they should be encouraged to get involved in the development process .Involvement may be viewed as whether the participants have the rights enough to make voice on issues which might cause them negatively & is not in favour of them. This important issue to be taken into consideration.

While the other aspect of involvement refers to the maximization of involvement of local resources both human & other assets. The policy makers should pay more focus that the local people should be able to lure the benefit of tourism development either through investing their own labour or the resources produced locally which will be used to cater tourist directly / indirectly.

**Assure:** It refers to the assurance that the need of all stakeholders are equally protected & respected, particularly the host communities while it should also be important to make sure that the cost & benefit of tourism development are equally distributed throughout the economy. Here an important focus to be made that the economic benefit generated by tourism must insure the maximum involvement of locals while the job created must not discriminate locals & outsiders in terms of payment, work load, type of involvement, status of work etc.

**Monitor:** Ones everything looked to be good in place & well settled, it does not necessarily mean that the job is over. It is also one of the crucial factor to continuously monitor all the activities in regards to the development progress & any changes found

to be diverted towards achieving the sustainable development, it should be retained back in track.

### Results and conclusion

Despite the negative consequences of tourism either on the economy, society & culture or on the environment of the destination, proper awareness & understanding of all the stakeholders about the indenting development, its consequences, ,responsive participation of various stakeholders , their active involvement, commitment towards the society & nature ,maximization and effective & efficient utilization of local resources, effective planning & management & proper controlling of development & monitoring of actions can only be the solution towards achieving sustainable development of tourism if the destination wants to receive benefits of those development in a sustained manner & want to be protected for future generation.

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