



The Socio-Cultural, Economical, Physical and Environmental Impact of Tourism

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Abstract:

The main purpose of this paper is to highlight the impact of the tourism and its relation with the development of socio-cultural, economical and physical and also the impact on environment. Tourism and environment are like two sides of the same coin and complementary to each other. To attract visitors the environment must be pleasant and to enjoy the pleasantness of the area visited by the visitors, must help to preserve its pleasantness and not to disturb its original nature. The concept of tourism, as we see it today, is considered as new phenomena but in real spirit of the word this concept is as old as early human civilization. Travel is part of human life. Food, water, safety or acquisition of resources and the knowledge were the early travel motivations. The idea of travel for pleasure or exploration emerged thereafter. Today, tourism can be described as leisure time used for traveling and seeking desired experiences. Travel is clearly governed by motives to get some rest from an increasingly stressful life, and to see something new. It is seldom enough just to travel somewhere to try relaxing by doing nothing. People do need activities, new experiences and adventures to be able to disconnect from the daily routine work and duties. The phenomena of tourism are not limited to any internal or external area but it is universal. It acts as a soul of life spreading everywhere around the world and belongs to all those who seek for pleasure, rest and refreshment.

Key words: *Tourism, socio-cultural, economic, physical, environment, preserve, civilization, resources, phenomena, acquisition, motivation, stressful etc.*

INTRODUCTION:

Tourism plays an extremely important role in the economic and social development of most of the countries in the world. Tourism must not be regarded merely as business. It is a mean of communication between individuals and between people. The tourist's interests should not be exploited exclusively because of his consumer potentialities but also to communicate a positive message which will

foster cultural development and mutual understanding. Tourism creates a dynamic system of communication among individuals, states and nations; it retains the perspective of the traveler as a human being without losing sight of the economic impact of the tourist phenomenon. Tourism itself is a vast subject and law relating to tourism is in context of everything that is covered under the tree of tourism. In a busy and hectic schedule of life today, the word tourism itself brings a sense of joy and



calmness. Every human being enjoys and cherishes the bounteous gift of nature. Man has always been attracted towards the Mountains, Green valleys, gushing and meandering water sources, woods and forest glades, stretching shores of golden beaches, wilderness, and wildlife in shore nature. Tourism is a travel for different purposes. It may be for recreational, leisure, educational and business purposes. People across the globe have traveled since the time immemorial. In fact, travel was part of human life. Food, water, safety or acquisitions of resources were the early travel motivations. The idea of travel for pleasure or exploration emerged thereafter. Today, tourism can be described as leisure time used for traveling and seeking desired experiences.

This research paper mainly focuses on the impact of tourism on socio-cultural, economical and physical development and also on the environment.

DEVELOPMENT OF TOURISM IN INDIA

Early Development

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sergeant, the then Educational Adviser to the Government of India. Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated

planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the New Tourism Policy recognizes the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations (NGO) and the local youth in the creation of tourism facilities have also been recognized.

Present Situation and Features of Tourism in India

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witness's more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth



rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India further. Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led

by the United Arab Emirates, China, and Vietnam

Tourist Attractions in India:

India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists. The Indian handicrafts particularly, jeweler, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items. Despite the economic slowdown, medical tourism in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India". The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

Initiatives to Boost Tourism:



Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators. The first-ever Indian Tourism Day was celebrated on January 25, 1998. The Year 1999 was celebrated as Explore India Millennium Year by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organizing India Tourism Expo in New Delhi and Khajuraho. Moreover, the campaign 'Visit India Year 2009' was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holidaymakers. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators, and offered them a wide range of incentives and bonuses during the period between April and December, 2009.

Constraints: The major constraint in the development of tourism in India is the non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations,

accommodation and trained manpower in sufficient number. Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

IMPACT OF TOURISM IN INDIA

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

POSITIVE IMPACTS

1. Generating Income and Employment: Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

3. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has favorable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

4. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical



importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

5. Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

6. Promoting Peace and Stability: Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

NEGATIVE IMPACTS

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists, coming into

a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is



increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on biodiversity, ambient environment and general profile of tourist spots.

Without good environment we cannot achieve the goal of development of tourism and the same sense without tourism development of any country cannot happen, because tourism creates employment, and increases GDP of the nation, therefore the development of the tourism is needed. But in other way, tourism creates pollution in the name of development. There is need to have exclusive policies framework. In this regard every citizen in a country should work for the preventing, regulating and controlling pollution by tourism. There are many problems arising due to tourism in India, there is no single law for the controlling pollution by tourism although there are number of environmental laws available for preventing pollutants, but it's not enough for controlling pollution. In a country like India, it is the judiciary which has the main task of regulating the tourism by virtue of various

decisions referring to various laws. In fact, the decision given by the Hon'ble Supreme Court is law of the country under article 141 of Indian Constitution. However, this it is not sufficient and all of us need to commit ourselves to develop the tourism and also prevent the pollution that is being caused by it. In this perspective this research work made an attempt to give some suggestion for protection and improvement of tourism and environment.

Tourism has been pivotal in social progress, as well as an important vehicle for widening the socio-economic and cultural contacts throughout human history. Tourism is one of the world's largest and fastest growing industries in the world. A wide array of interests-entertainment, sports, religion, culture, adventure, health and business drives tourism. Travel and tourism is one of the biggest industries in the world in terms of gross output and value added, capital investment, employment generation and tax contributions.

Tourism is a major phenomenon of modern society, which has emerged as An economic activity of immense global importance. Perhaps, there is hardly any field of activity where so many people are involved directly or indirectly. It has found a niche for itself as an effective mechanism for generating employment, earning of revenue and foreign exchange, enhancing environment, preserving culture and tradition thereby facilitating overall development. Besides warm weather, backwaters, beaches, hill stations, waterfalls,



wildlife sanctuaries, ayurveda plants, herbs, year round festivals and the diverse flora and fauna make India a unique destination for tourists. Hence the country has to make use of all these in a profitable way by extending services to tourists. Much of India's exotic appeal is centered in the highland area of the Western Ghats. Rising to an average height of 1520 meters the tropical forests of the Western Ghats house rich flora and fauna, looming plantations of tea, coffee, rubber and fragrant cardamom. India has been branded as one of the most wanted tourism destination in India on account of proactive marketing and promotional measures. The tourism has been recognized as an important sector in both developed and developing countries. This can be seen in the establishment of government departments of tourism, widespread encouragement and sponsorship of tourism developments, and the proliferation of small businesses and multinational corporations contributing to and deriving benefits from the tourism industry. There is a widespread optimism that tourism might be a powerful and beneficial agent for both economic and social change. Indeed, tourism has stimulated employment and investment, modified land use and economic structure and made a positive contribution to the balance of payments in many countries, throughout the world.

THE ECONOMIC IMPACT OF TOURISM DEVELOPMENT:

Tourism is an industry with enormous economic impacts. It is also an industry that has many social and cultural or physical consequences. Tourism like many other industries is often used as a national or regional development tool. In general, tourism development within a host community often has impact on the community both in positive and negative ways. These impacts have been well documented and are usually classified as economic, social and cultural impacts. Tourism is a cause for economic and changes in socio-demographic factors such as age, gender, income, length of stay, education level ethnicity. Tourism is a commercial activity and therefore tourism can create employment opportunities, foreign exchange earnings and also increases the standard of living of host people. Tourism brings more opportunities to upgrade facilities such as outdoor recreation, park and roads and also socio-economic benefits to the local community, in terms of faster economic growth, larger jobs, foreign exchange earnings, balanced development of weaker areas and higher revenue to the state and causes sustainable human development. Tourists spend their money on a wide variety of goods and services. They purchase food and beverage, transport and communication, entertainment services, and also spend on accommodation, goods from retail outlets and tour or travel services. This money may be seen as an injection of demand into the host economy. However the value of tourist expenditure represents only a partial picture of the economic impacts. The impact brought



about by the interaction of host and guest is a well documented phenomenon. Positive type of interaction provides a favorable association between the tourist and their socio-cultural impacts. Tourists influence on the behavioral change of the host population. Tourism has been charged not only with the debasement of socio-cultural factors but also with degradation of the environment. As well as it is contributing to changes in value system, individual behavior, family relationship, collective lifestyles, safety levels, moral conduct and community organization. Attractions, accommodation, ancillary services and amenities are the basic elements of tourism. These elements help to indicate the development of tourism.

Tourism alters the economic structure of a destination. The economic impact of tourism is the subject of analysis at two ways. One is generally positive about industry prospects while other is negative. Tourism is a major element of sources of capital and income to the local people. The economic significance of tourism activity is taking place, but also by the type and nature of economy being considered. Tourists spend their money on a wide variety of goods and services and related tourism products. The economic impacts of tourism more is known about the economic benefits of tourism than the associated costs. Tourism can create employment opportunities, earn foreign exchange, produce return on investment for emerging economics, bring technology and improve standard of living. Tourism can also help to

generate jobs and increase revenue to local people and shopping facilities. Tourism can cause major effect on economics of destination area for price of land to rise rapidly. Tourism development has often received support from the government and local residents. Therefore for the sustainable development of tourism one should take balanced view towards the economic impacts of tourism which assess both the benefits and cost of tourism development.

Tourism is encouraged at the local level due to ability to generate employment in hotels, resorts, restaurants, cottages, parks, transport operators, travel agents, entertainment and local business. Also change their lifestyle and it provides support to the other sectors of the economy. The economic impact of tourism has been commonly be viewed as a positive force which increases total income for the host country, direct and indirect employment and tax revenues; it also stimulates secondary economic growth. Economist consider the tourism as an „basic income“ from tourism, it helps to pay for goods and services, imported from other regions and contribution to government revenues through taxes, that can be used to develop community and infrastructural facilities and service to asset in general economic development.

THE SOCIO-CULTURAL IMPACT OF TOURISM DEVELOPEMNT:



The social impact of tourism development refers to change in the quality of life of residents of tourist destination. Social impacts not only benefit for the development of tourism but also interaction between residents and visitors and promote social transformation. The speed and concentration and the magnitude and direction of social impacts must be taken into account when attempting to attribute the cause of social impacts. The social and cultural impacts of tourism are the way in which tourism is contributing to change in value system, individual behavior, family relationship, life style, safety level, moral conduct, religion, language, interpersonal relationship at the destination. These social impacts affect on the local people of host communities of their direct and indirect association with tourists. First, tourist, purchasing some goods or services from the local people, Secondly tourist and local people find them side by side and thirdly tourists come face to face with the object of exchanging information and ideas. This third situation is more important for international understandings. However, the first two are common. The tourist is mobile, relaxed, free spending; enjoying the leisure and absorbing the experience of being in a different places whereas the local people are stationary and employed in the tourist industry, spend a large portion of the time for needs and desire of visitors. The demonstration effect is also an aspect of the direct social impact of tourism, tourist influence, the behavior of the host population. The local people tend to observe and learn the life style of the richer visitors from affluent societies and try to

emulate their way of life. However expansion of tourism, cause cultural commercialization, increase in crime rate, gambling, drug abuse, prostitution is common. Thus impacts of tourism on traditional life styles are important, where these traditions are considered from the basis of the tourism development. The impact of tourism mainly depends on tourist and destination factors. The tourist factors are those which tourists bring to the destination, it includes demographic characteristics, social differences and number of visitors. Destination factor are those that are part of the destination itself. It includes travel linkage and circulation, local acceptance of tourism and local vitality and leadership. In respect of social impact of tourist destination there is a problem by host which are of different ways such as positive and negative impacts. The number of tourist's remains below this critical level because of economic impact is positive. Mostly the presence of tourist in the destination area is welcoming and accepted by majority of local people. The attitude of the host people towards the tourism development may unfold through apathy, irritation and potentially antagonism, when anti-tourist attitude begin gaining among host of people, when the carrying capacity is over which is known as peak point.

THE PHYSICAL IMPACT OF TOURISM

Tourism lends itself to interaction between hosts and guests which can be catalyst for change in cultural and



community life. The physical impact of tourism can be more difficult to assess as they are more of a subjective or qualitative measures of impact on a destination in contrast to quantitative economic measurement, the cultural or physical impact of tourism needed careful consideration as impacts can influence a community either positively or negatively. Tourism can create great pressure on local resources like energy, food and other raw materials. Greater extraction and transport of these resources exacerbates the physical impacts associated with the exploitation. Physical congestion experienced at the destination, increasing demand for natural resources and also contributes to the source of solid waste residual which creates the problem of air pollution, water and noise pollution, degradation of environmental factors, development of construction for accommodation, parking, water supplies, restaurants and recreational facilities. Therefore the physical impacts are on the local communities of their direct and indirect association with the tourists. Generally, tourists generate a great deal of waste, tourists on expeditions leave behind their garbage, toilet papers, plastic bags, cups, wastage of food, such practices degrade the environment. Physical impacts are caused not only by tourism but by continuing tourist activities and long term change in local economics and ecologies. Many types of physical or cultural indicators may be generated by tourism development, however tourism is well planned. Developed and managed it may also generate positive impacts. Improvement that help tourism like

better transportation and communication, tree planting, restoration of historic sites, holy places, urban beautification and cleanliness, also improve the physical factors for the local population. Tourism development can help to stimulate general community improvement.

ENVIRONMENTAL IMPACT OF TOURISM IN INDIA:

The quality of the environment, both natural and man-made, is essential to tourism. However, the relationship of tourism with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure, such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. Tourism especially, marine and coastal tourism is one of the fastest growing areas within the world's largest industry. Yet despite increased awareness of the economic and environmental significance of tourism, it



is only in recent years, scientific researches have emerged.

The tourism industry in India can have several positive and negative impacts on the environment which are discussed below.

POSITIVE IMPACTS

1. Direct Financial Contributions:

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

2. Contributions to Government Revenues:

The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

3. Improved Environmental Management and Planning:

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and

expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

4. Raising Environmental Awareness:

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

6. Protection and Preservation of Environment:

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

Negative Impacts:



1. Depletion of Natural Resources:

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

(i) Water resources: Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water. (www.gdrc.org/uem/eco-tour/envi/index.html). In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

(ii) Local resources: Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

(iii) Land degradation: Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic

landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials. Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

2. Pollution: Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

(i) Air and Noise Pollution: Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus. Noise pollution from airplanes, cars, and buses, as well as



recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas (www.gdrc.org/uem/ecotour/envi/index.html).

(ii) Solid waste and littering: In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides. In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities

(iii) Sewage: Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in

the coastal states of Goa, Kerela, Maharashtra, Tamil Nadu, etc.

3. Destruction and Alteration of Ecosystem

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerela, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert. Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

CONCLUSION:



Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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