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SUSTAINABILITY OF TOURISM IN INDIA: PERCEPTION OFTOURISTS ON UTTARAKHAND TOURISM

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ABSTRACT
This research paper presents to the impact of tourism on economy, environment, and socio- cultural aspects of Uttarakhand and explores how Uttarakhand incorporated sustainable tourism development as the main mission to achieve economic, environmental, and socio-cultural development of tourist destinations. This research paper examines the environmental, economic, and socio-cultural sustainability of tourism development in Uttarakhand. A primary investigation was conducted at various tourist places in Uttarakhand for evaluating the sustainability of tourism through the questionnaire. A data set consisting of 50 responses were generated. The analysis of this paper provides special perceptiveness on the factors, which lead to sustainability of tourist destinations in Uttarakhand. Research findings show that the resourcemanagement, pressure on resources, local empowerment, environmental management, socio-cultural Unsustainability, tourism sector, destination management, sustainable tourism promotion, local community participation and anti-social activities are the main factors, which affects the sustainability of tourist destinations in Uttarakhand. As this research paper renders exhaustive and scientific facts about the environmental, economic, and socio-cultural impacts of tourism development in Uttarakhand, the research findings can provide valuable suggestions to the government agencies, tourism operators, hotels and restaurants, and NGOs which formulating and implementing tourism policies.

Keywords:
Environmental Sustainability, Economic Sustainability, Sustainable Development, Socio-cultural Sustainability.

INTRODUCTION

The tourism industry is world's largest and speedily growingsection of the economy. It is considered as an engine of economic growth in both developed and developingcountries. Tourism industry contributes foreign exchange, generates employment and helps infrastructure development and relief of poverty. However, the unconsidered tourism development brings about calamitous implications on the economy, society, and environment of tourist places. Sustainable tourism has emerged as themost exhaustive approach to achieve sustainable development and palliate the adverse impacts of tourism. The World Tourism Organization (WTO) defines sustainable tourism as "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 maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems". It accents the balance between environmental, social and economic aspects of tourism; theneed to implement sustainability principles in all sections of tourism and global aims such as poverty reduction. Achieving sustainable tourism is a continuous process andit requires constant monitoring of impacts and introduces preventive and corrective measures whenever necessary. (2003), Mowforth and Mount (2009), Hall and Richards (2003), Reddy and Wilkes (2013))

Tourism development in India is more critical point. One sided planning and slapdash implementation of tourism plans have brought more than problems and issues, which challenge the economic, social, and environmental existence of the places. Tourism is primarily sector, with a multiplicity of stakeholders where size ranges from micro-enterprises to large transnational corporations. Interaction between all these players along with tourists and local communities determine the overall impact of tourism on theenvironment. The Central Government and State Governments play a important role in determining sustainable tourism policies

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and introducing legal acts surrounding sustainable tourism. Through positive interruption, the governments have to create an environment that enables the private sector to operate moresustainably, influence the pattern of visitor flows and behaviors to maximum impact of tourism. National Tourism Policy, Incredible India campaigns, Millennium Development Goals (MDG), Bharat Dharshan and Atithi Devo Bhava campaign are the reflections of sustainabletourism development in India. India has endorsed the principles and guidelines on sustainable tourism formulatedby various international conventions and declarations. Government of India introduced eco-tourism in India. The Ministry of Tourism designed and implemented a comprehensive "Sustainable Tourism Criteria for India (STCI) and Indicators for Tour Operators and the Accommodation Sector".

Uttarakhand has brought about more challenges and opportunities for the tourism industry. Tourism involves a complex and dynamic interaction between places and various industries representing beliving and conflicting interests, which exerts profound impact on the economy, ecology and society. In this research paper, Uttarakhand has been identified as a heritage tourism model, which represents Indian tourism. This study attempts to examine the impact of tourism on the economy, environment and society of Uttarakhand. It will also explore how Uttarakhand has incorporated the sustainable tourism development as the main mission toachieve economic, environmental, and socio-cultural development of tourist destinations.

OBJECTIVES

The main objective of this research paper is to examine the policies and programmes followed by tourism industry in achieving sustainable development. The following are the main objectives of the research paper: -

- To Study the impacts of tourism industry on economy, ecology and society of Uttarakhand,
- To Examine environmental and socio- cultural sustainability of tourism development in Uttarakhand,
- To Find the factors affecting sustainability of tourism in Uttarakhand,
- To Suggest measures to make tourism development more sustainable.

RESEARCH HYPOTHESIS

Based on the above objectives of the research projects we have formulated four alternative research hypotheses. These are stated as follows: -

- Governance mechanisms directly contribute tosustainable tourism development,
- Tourism development directly contributes to economic sustainability,
- Tourism development directly contributes to environmental sustainability,
- Tourism development directly contributes to socio-cultural sustainability of tourist destinations.

RESEARCH METHODOLOGY

Sample, Sample Design and Research Methods

This research paper examines three main aspects of sustainable tourism development: Economic aspect, Environmental aspect and Socio- cultural sustainability aspect. A primary research has conducted for evaluating the sustainability of tourism based on the questionnaire survey conducted at different tourist places in Uttarakhand and prepared a database consisting of responses of 150 tourists. The paper has identified and selected 50 attributes of sustainable tourism development representing four pillarsof sustainability: Economic, Environmental and Socio-culturalsustainability and government of tourism sector. A five point Likert scale is used to evaluate each variable based on the following scale: 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree. (Punch (2005)) In this research, 50 statements are developed for collecting data from respondents based on the government of tourism sector, economic, environmental and socio-cultural sustainability.

STATISTICAL ANALYSIS

01. Factor Analysis

Factor analysis basedon the Principal Component Analysis (PCA) linearly transforms the original dependent variables into new uncorrelated variables called principal components,which summarize the information on dependent variables and arranges them according to their contribution to the explanation in the total dispersion of the observed variables.The orthogonal rotation is used to maximize the differences among the components extracted and to maintain the correlation among the components.

02. Variables of Sustainable Tourism

I. **Tourism Governance:** This research paper has identified 8variables for examining how tourism plans and government of tourismsector ensure sustainability of tourism in Uttarakhand.

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- **Tourism Policies:** Tourism plans, policies andprogrammes encourage tourism.
- **Safety and Security:** Government ensures safety andsecurity of tourists.
- **Legal Arrangements:** Efficient legal scheme exists to deal with the violation of rules and regulations which is related to the tourism sector.
- **Emergency Mechanism:** Effective and efficient mechanism to deal with emergency situations.
- **Managed Tourist places:** Effective planning and management of tourist places including char dham yatra, temples, national parks, wildlife sanctuaries, coastal zones and naturalheritage sites.
- **Positive Attitude of Guides:** Tourism guides maintain friendly attitude and positive behavior towards tourists.
- **Local community Engagement:** Local community isengaged in the formulation and implementation of the tourism plans and policies.
- **Tourists Follow Sustainable Tourism Practices:** Tourists follow sustainable tourism practices.

II. **Economic Sustainability:** This research has identified 5 attributes to examine the economic sustainability tourism development in Uttarakhand.

- **High Inflation:** Tourism inflates general prices ofgoods and services, housing and properties.
- **Employment Generation:** Tourism increasesemployment opportunities.
- **Prefer Locally Made Products:** Tourists preferlocally made products to imported products.
- **Poverty Reduction:** Tourism reduces poverty andimproves standard of living.
- **Trained Guides:** Guides and tour operators areproperly trained and skilled.

III. **Environmental Sustainability: We** have identified 15 attributes for examining the environmental sustainability of tourist destinations in Uttarakhand.

- **Pressure on Water:** Tourism puts pressure on waterresources.
- **Pressure on Air:** Tourism puts pressure on quality of fresh air.
- **Pressure on Land:** Tourism puts pressure on hilly areas.
- **Pressure on Transportation:** Tourism increases pressure on road transportation infrastructure.
- **Pressure on Natural Vegetation and Wildlife:** Tourism puts force on natural vegetation and wildlife.
- **Waste Generation:** Tourism generates huge amountof waste at the holy places.
- **Water Management:** Effective and efficientmanagement to mitigate pressure on water resources.
- **Mechanism to Reduce Air Pollution:** Proper Mechanism to Mitigate the Air Pollution.
- **Land Management:** Effective and efficient management to reduce the pressure on land.
- **Transportation Management:** Effective and efficient management to mitigate pressure on transportation.
- **Environmental Education:** Government promotes environmental education.
- **Energy Conservation:** Government encourages sustainable consumption of conventional and renewable energy.
- **Local Community Management of Environment:** Active contribution of local community in the environmental management.

IV. **Socio-cultural Sustainability:** In order to examine the social-cultural sustainability of destinations in Uttarakhand, this paper has identified 8 attributes.

- **Preserve Social Heritages:** Tourism preserves and promotes the social heritages such as historical monuments, char Dham Yatra, temples, wildlife sanctuaries and national parks .
- **Promote Festivals and Folklores:** Tourism protectsand revives local festivals and folklores.
- **Commercialization of Culture:** Tourism development leads to commercialization of culture.
- **Cultural Clashes:** Tourism leads to cultural clashes between tourists and local community.
- **Anti-social Activities**: Tourism leads to anti-social activities such as drugs, prostitution, alcoholism, gambling and other criminal activities.
- **Loss of Habitat:** Loss of habitat to local communitydue to tourism development at the tourist places.

DATA COLLECTION AND DATA ANALYSIS

The main objective of the research is to investigate the sustainability of tourism development in Uttarakhand and identifying the synergies between environmental, economic and socio-cultural sustainability in the development of Uttarakhand by using factor analysis. The factor analysis is a data reduction method, which reduces a set of attributes to a limited number of principal components, which underlines the correlation between the original attributes. It explains the pattern of the correlation that exist within the set of observed values by identifying attributes and factors that influence those values. For investigating the economic,

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environmental and socio-cultural sustainability of tourism places, we have used statistical analysis, called factor analysis based on the principal component analysis (PCA).

Resource Management: The factor analysis suggest that the resource management is the main factor that contributes to the sustainability of tourism in Uttarakhand. Mechanism to reduce Noise Pollution (.910), mechanism toreduce pressure on water (.856), mechanism to reduce Air Pollution (.858), mechanism to reduce Pressure on Transportation (.852) and mechanism to mitigate Degradation of Natural Vegetation (.691) are the important attributes that explain the sustainability of Uttarakhand tourism. The main impacts of tourism are water pollution, air pollution, pressure on road transportation and degradation of natural vegetation. Uttarakhand tourism sector integrates the system of resource management for ensuring efficient and effective utilization of resources by installation of proper mechanism to mitigate the adverse impact of tourism on resources.

Pressure on Resources: The second factor pressure on resource includes the pressure on water, air, land, transportation, and natural vegetation and wild life centuries. Although tourism development has brought more benefits, the negative impacts of tourism such as natural disasters, air pollution, misuse of land, traffic congestions have directly affected both the local communities and tourists. The high factor loadings on the such as the pressure on Land Resources (.868), Water Resources (.853), Transportation (.846) Air (.819) and Natural Vegetation(.869) in the factor analysis reveals that the resource utilization in Uttarakhand is unsustainable and the negative impacts of tourism development is putting more on both manmade and natural resources.

Local Authorization: Local authorization is another important factor, which ensures sustainability of Uttarakhand tourism. The local authority is built by the attributes such as the Employment generation (.935), Revives Socio-cultural Heritages (.768), improve standard of living (.804), Revives local festivals (.775) and preference to hand made products (.561). The Government has identified tourism as an engine of socio-economic development and introduced various plans and programmes to eliminate poverty by strengthening economicrelationship between the tourism industry and the local community for marketing the produce made by the local communities.

Environmental Management: The environmental management is the fourth factor, which contributes to the sustainability of tourism in Uttarakhand. The Environmental management promotes environmental education (.756), promotion of Renewable energy (.686), waste management (.565) and local community contribution to environmental management (.596). These variables are the essential elements of sustainable tourism, which have been given prominent placein the tourism development of Uttarakhand

Socio-cultural Unsustainability: The Socio-cultural Unsustainability is the fifth factor that influences the sustainability of tourist destinations in Uttarakhand. The socio- cultural Unsustainability consists of the adverse impacts of tourism on the socio-cultural environment of Uttarakhand such as Cultural clashes (.781), Commercialization of Culture (.744), and Loss of Identity and Values (.658). Indiscriminate tourism development is posing opposite impacts on society and culture of Uttarakhand and appropriate measures have to be introduced for making tourism more socially sustainable.

Tourism Governance: Tourism Governance is another important factor that contributes to the sustainability oftourism in Uttarakhand. The Safety and security (.915), Efficient legal system (.678), Tourism Plans (.519) are the governance mechanism which enhances sustainability of tourism in Uttarakhand. The safety and security provided by the government at the tourist places and implemented tourism plans and programmes are contributing to the sustainable tourism development.

Destination Management: Destination management is next important factor, which draws millions of tourists from across the world. The destination managementattributes such as positive attitude and friendly behavior of officials towards tourists (.790) and Emergency Mechanism (.794) are instrumental in promoting tourism in Uttarakhand sustainably.

Sustainable Tourism Promotion: The sustainable tourism promotion is another important factor, which positively contributes to the sustainable tourism. The sustainable tourism promotion is composed of the attributessuch as Trained Guides (.832), Tourists Follow SustainableTourism Practices (.826).

Local Community Participation: The local community participation is an important factor in the sustainable destination management in Uttarakhand. The local communitybehavior and attitude (.692) determine the popularity of Uttarakhand as a tourist places. These places are characterized by the positive and encouraging support by the local people in the tourism development. As the local community must aware about the economic, socio-cultural andenvironmental benefits of tourism. They can play active role in the formulation and implementation of tourism plans and policies.

Anti-social Activities: The factor analysis discloses that the antisocial activities are another major factor

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that influence the sustainability of tourism in Uttarakhand. The collected attributes such as Bad influence on children (.762) andIncrease in anti-social activities (.584) have brought about adverse impact on the society of Uttarakhand.

CONCLUSION

This research paper has defined Uttarakhand as the heritage & pilgrimage tourism model, which represents Uttarakhand tourism, forexamining the sustainability of tourism development in Uttarakhand. A primary research was conducted to collect theresponses from tourists about their fillings on the sustainability of tourism in Uttarakhand. The factor analysis was used to study the perception of tourists on the tourismpolicy and governance, economic sustainability, socio- cultural sustainability, and environmental sustainability of tourist places. The factor analysis identified ten factors such as resource management, pressure on resources, local empowerment, environmental management, socio-cultural unsustainability, tourism governance, destination management, sustainable tourism promotion, local community participation and anti-social activities, which influence the sustainability of tourism development in Uttarakhand.

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