

Sustainable Tourism: A Concept of Conserving Heritage and Culture (With Special Reference to Bundelkhand Region)

Mohammad Faiz Afzal^{1*} Prof. Sunil Kumar Kabia²

¹ BTS, MATM, M.Phil. (Tourism) Project Fellow, JRF (P)

² Professor, ITHM Bundelkhand University, Jhansi, India

Abstract – The administration of sustainable tourism in a World Heritage site is an issue of all inclusive pertinence, because of the significance of its preservation for who and what is to come. We likewise need to think about that in every city tourism can have an alternate significance; while for certain goals it infers an advantage, for the networks of others it can speak to a danger, because of the removal that the nearby populace can endure. Notwithstanding any open approach on tourism, it must be viewed as that every goal has an alternate potential and is at an alternate stage in its life. In this manner, well-overseen tourism can assist neighborhood with peopling to esteem genuineness and advance what is particular about their place; it can likewise be a significant vehicle for advancing cultural trade and for protecting customary nearby organizations. Recognize that the uniqueness of World Heritage Cities and their relationship to imaginative enterprises is a piece of the most pertinent tourist fascination in these notable urban communities.

Keyword: Heritage, Tourism, Sustainable, Development, Cultural

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INTRODUCTION

Tourism has developed as one of the world's biggest industry and quickly developing monetary area. Tourism industry utilizing 260 million individuals and creating 10.7% of world's GDP. Tourism is the biggest just as the quickest business of the world. Greater arranging and the executives is in desperate need to control the tourism business, and progressively significant, to secure and moderate the Bio-assorted variety of tourist places. Managing such major issues, sustainable tourism comes in incredible helpful, as it is tied in with preserving the plan of action, esteeming the neighborhood culture and convention and contributing to a great extent in economy. Sustainable tourism exercises have been quickly expanding worldwide in the course of recent decades and further development is normal in the coming years. Sustainable tourism advancement is to address the issues of the present without trading off the capacity of further ages to meet their developing needs. The way that environmental harm harms individuals both today and later on gives extra grounds to reevaluating our estimation of progress. Sustainable tourism improvement is the procedure of progress where the abuse of assets, the headings of speculation, the direction of mechanical advancements, and the intuitional change are all in

amicability and upgrade both present and future positional to address human issues, needs and yearnings. Anyway consistently expanding, various requests on water asset for agriculture, water system, local, mechanical supplies have significantly affected upon the environments. However little consideration is paid for the rebuilding, preservation and maintainability of wetland biological systems which contribute fundamentally to the nourishment security and economy of the neighborhood network.

SUSTAINABLE TOURISM BUNDELKHAND REGION

Sustainable tourism is a sort of way to deal with tourism intended to make the advancement of tourism biologically supportable in the long haul in Bundelkhand Region. The exceptionally significance of sustainable tourism lies in its thought processes to monitor the assets and increment the worth of neighborhood culture and custom. Sustainable tourist tourism planning to create business.

There is no broadly acknowledged meaning of sustainable to course be proposed that sustainable tourism ought to just be Bundelkhand Report

meaning of sustainable tourism. This could, for example, types of tourism which address the issue of tourists; the to have networks today without trading off the capacity of future address their very own issues.

Meaning of sustainable tourism environmental, social and financial component of the tourism framework.

A definition that sustainable tourism. Sustainable tourism implies financially feasible however doesn't pulverize the assets on tourism will depend and prominent the physical condition and the social network.

It is not a "Concrete" enough concept for practitioners; it sounds technocratic.

Sum is a responsible tourism. It could, at about applying the lead to a definition tourism industry, and future generations to emphasizes the This might lead to tourism which is which the feature of all fabric of the host sounds too scientific.



Figure 1 sustainable tourism development

CHARACTERISTICS OF SUSTAINABLE TOURISM

1. Sustainable tourism actually work for to maintain the original culture of local
2. Sites and to put-forth the tradition.
3. It also gives the information to the tourists about that place and its importance in general local situation. It also gives the information about the general civilization.
4. The tourism is aimed to words resources where one can visit to the particular place.

5. Such type of tourism keeps intact relation with local people. It will be helpful to get satisfactory earning. It emphasizes upon the unity of such places.

Principal of Sustainable tourism

Now days tourists are scattered all over the places and they are coming over there with suitable plan. It is only possible to manage them with proper guide line and principles.

1. First of all tourism is thought about with the assistance of local individuals. Due to their condition and tourism will be conceivable to keep up in appropriate way.
2. The local people can get immediate advantage by quickly developing tourism around there. The absolute business and tourism connected with one another to get good pay.
3. To increment the business at specific spots there ought to be need of certain codes, certain morals and great administration.
4. There should be uplift the significance and the accessible common assets of that spot. Better administration some preparation programs are to be associated.

RELATIONSHIP BETWEEN ECOTOURISM AND SUSTAINABLE TOURISM

Ecotourism implies nature-based tourism and the other hand sustainable tourism alludes that the preservation of normal and cultural heritage assets and to build the nearby and conventional qualities for future tourism improvement. Eco tourism is nature based tourism and is principally worried about the immediate happiness regarding some generally undisturbed wonder of nature sustainable tourism is something individuals can live off just as with the idea of sustainable tourism exemplifies a test to build up the world's tourism limit and the nature of its items without unfavorably influencing the condition that keep up and natures them (Hawks and Williams 2014).

SUSTAINABLE TOURISM DEVELOPMENT

Sustainable tourism eludes that tourism improvement with low effect on the earth and nearby culture. The fundamental point of the sustainable tourism is to guarantee that improvement brings to constructive experience for nearby individuals, tourism organizations and tourist. Sustainable tourism advancement has backing to tourism industry and produces work openings with least environmental effect. Sustainable tourism is identified with idea of ecotourism and mindful tourism. Capable tourism

and sustainable tourism have a shared objective that of sustainable advancement. The accomplishing this objective of sustainable improvement the interest of government organizations visit administrators, transport administrators, nearby network and NGO, is generally significant. The duty of most importantly is fundamental for the sustainable tourism improvement. Obligations to decrease the effect of tourism on condition and networks following angles are significant for sustainable tourism.

1. Information of the culture, politics and economy of the communities Being visited.
2. Respecting the local culture
3. Intercultural understanding and tolerance.
4. Support of local businesses
5. Support to conserve cultural heritage
6. Conservation of resources.

The local community have plays major role in the sustainable tourism. Sustainable tourism refers:

1. Optimal use of environmental resources maintain essential ecological process and to conserve natural heritage.
2. To respect the socio-cultural authenticates of local heritage and traditions.
3. Ensure the long-term economic operations, providing socio-economic benefits to all people.

Worldwide endeavors was not explicitly tended to in Agenda 21 the global activity plan on sustainable advancement concurred on at the 1992 Earth Summit in RIO de Janeiro (Brazil) 15 – its developing monetary significance, noteworthy utilization of normal response and environmental effect all added to its slow presentation into the universal sustainable improvement motivation in the course of recent years. One of the primary cement sectoral activity plans emerging from the expanding co-activity between the tourism business and intergovernmental organizations was Agenda 21 for the Travel and Tourism Industry, an activity plan for sustainable tourism advancement propelled by the WTO, in participation with two business relationship in 1996 (WTO 2001).

The developing significance of ecotourism the WSSD plan of usage makes specific reference to exercises did related to the 2002 United Nations International Year of ecotourism, among other worldwide exercises, in the execution of its sustainable tourism objectives. The universal Year of Ecotourism offered a perfect open door not exclusively to audit

ecotourism encounters far and wide, yet in addition to advance overall acknowledgment of the significant job of sustainable tourism in the loner worldwide sustainable improvement plan. There is, be that as it may, a pivotal goal among ecotourism and sustainable tourism:

While the previous can be comprehensively characterized as another option, nature – based sort of tourism, sustainable tourism calls for adherence to the previously mentioned maintainability standards in a wide range of tourism exercises and by all portions of the tourism business.

TOURISM IMPACT ON ENVIRONMENT

There are various kinds of negative and bothersome environmental effects are found at tourist places. These effects are produced by tourist just as nearby individuals. Diverse tourism related organizations are likewise liable for the negative effect on condition. Following principle environmental problems are found at numerous tourist places.

Water Pollution This problem is made at tourist places since lodgings, resorts are not utilize the correct strategies for sewage transfer. Sewage water makes the ground water contamination. At some point the sewage water out fall has been built in to closest water bodies like waterway, lake or ocean coast.

This kind of problem is basic at sea shore zones. A large portion of the strict tourist focuses are situated on the bank of stream, explorers scrub down in the waterway just as tossed reverential material and plastic in the water. Lakes and streams are utilized for sailing because of this the water of lakes and waterways has contaminated.

Air Pollution Tourism has been viewed as a smokeless industry. However, today a large number of tourist vehicles are answerable for air contamination. Numerous tourists' focuses are situated in large urban communities, traffic problem and ill-advised support exhaust arrangement of vehicles makes air contamination problem. Transfer of waste and residue framed air contamination. This problem is not kidding at Mahabaleshwar and Kolhapur and so on.

Noise Pollution This problem likewise found at numerous tourist places, clamor contamination is generated by street traffic or at stopping site. This problem disturbers to creatures and fowls moreover.

Today squander transfer is an intense problem created at numerous tourist places. It is basic problem in tourist zones. The majority of the tourists are utilize plastic material and subsequent

to utilizing they tossed this material on the streets. Ill-advised transfer of strong waste from inns, eateries makes the environmental problem.

Table No.1 Tourism Impact on Environment Tourism Operations Impact

	Tourism Operations	Impact
Water	Release garbage, sewage in to lakes, river, beaches Release of oil from cruise ships, ferry boats, etc.	Contamination, health hazards destruction of aquatic plant and animal life. Increasing toxicity in water bodies, contaminated sea food, etc.
Atmosphere	Increase in travel to destinations (Motor Car Ship,	Air and Noise Pollution, Adverse impact on plant life, loss of recreation value.
Vegetation	Train, Aeroplanes) Chopping of trees for resort construction, thoughtless use of fire, in Parks and forests, vehicular traffic in Parks and Forests. Collection of flowers, plants and fungi.	Loss of forest wealth, constant trampling of plants, conflagrations in the forested area, effects on plant life, etc.
Human Settlements	Construction and Expansion of hotels, shops, etc.	Displacement of people, traffic congestion, increased pollution, etc.
Monuments	Use for recreational purpose, Excessive usage for site seeing etc.	Overcrowding, Disfiguring loss to preservation, etc.

Criteria often used for sustainability in tourism

1. Environmental sustainability
2. Social sustainability
3. Cultural sustainability
4. Economical sustainability

i) Ecological Sustainability:-

Openly saw the need to stay away from or limit the environmental effect of tourist action is clear. Maldonado recommend that the figuring of conveying limits is a significant strategy for the surveying environmental effect and maintainability. Natural manageability need scarcely be begun as it is regularly the main manner by which maintainability is exposure seen. Social economically alludes to the of a network, regardless of whether nearby or national to retain inputs, for example, additional individuals, for short or extensive stretches of time and to keep working either without the production of social disharmony because of these sources of info or by receiving its capacities and connections.

ii) Cultural Sustainability:-

Social orders might have the option to keep working in social congruity regardless of the impacts of

changes achieved by some new info, for example, tourists. However, the relationship inside the general public, the mores of communication; the styles of life, the traditions of conventions are altogether liable to change through the presentation of guests with various propensities, styles, and customs of methods for trade. Cultural supportability alludes to the capacity of individuals or a people to hold or adjust components of their culture which recognize them from others, culture obviously is as powerful an element of human lie as society or economy, the procedures of cultural adjustment and change isn't constantly pessimistic.

iii) Economic Sustainability:-

Economic sustainability refers to a level of economic gain from the activity sufficient either to cover the cost of any special measures taken to cater for the tourist and to mitigate the effects of the tourist's presence.

The Tools of Sustainability:-

1. Protection of area
2. Regularization of Industries
3. Techniques of Management of visitors
4. Environmental impact assessment
5. Calculation of carrying capacity
6. Participation and Consolation
7. Codes of conducts
8. Indicators of sustainability

Tourism and cultural preservation

Talks on the development of tourism are in every case enthusiastic, and on the grounds that they draw perspectives from various segments—archeological, business, anthropological, engineering, even political—these discussions have not generally brought about clear or agreeable purposes of intermingling. The fight line is drawn between the individuals who wish for the monetary chance and improvement of the zone at whatever cost, and the individuals who might safeguard or moderate culture and conditions in an unblemished state.

Tourism and preservation may give off an impression of being unusual partners, yet with legitimate administration a collaboration can be created. Sustainable tourism can bring improved pay and expectations for everyday comforts for nearby individuals. Tourism can rejuvenate neighborhood culture, particularly conventional specialties and customs. It can invigorate the rural

economy by making interest for agricultural produce and, through framework advancement ventures, it can infuse capital into rural regions.

Educated and master tourism likewise can possibly assume an essential job in the preservation of the cultural heritage of a country.

Support and preservation of cultural heritage can prompt expanded attention to, and pride in, history and human progress. Tourism can likewise help protect and create national culture by giving a more extensive support to painstaking work and customary performing expressions. UNESCO's worry in this way is to advance the improvement of cultural tourism, not as an end unto itself, however as an instrument for the preservation and upgrade of a general public's culture, its physical and immaterial heritage, and its condition.

Promotion of tourism in World Heritage Cities

The meaning of an unmistakable brand for a goal is the way to powerful showcasing; the brand is significantly more than a logo or motto, it summarizes the whole focused personality of a goal, speaking to its quintessence and suffering qualities, giving the premise to limited time messages and directing the improvement of tourism items, so we think of it as essential to know whether the advancement and tourism results of taking an interest urban areas are connected to engraving on the world heritage list.

REVIEW OF LITERATURE

A great deal of articles, research papers, books have been distributed about heritage tourism. Richard (2015) has clarify sees on tourism as heritage it is one of the most dominant present day conventions. In wide view, he associates heritage tourism with the UNESCO world heritage show, gives the profile of cultural and heritage tourists and clarifies current patterns and future heading us this sort of tourism. Poria (2011) moved the present way to deal with heritage tourism researching explicitly the tourist view of the site. Bauman (2012) expounded on legislative issues of recorded portrayal of the heritage. The significance that must be given to neighborhood scene in the arranging of cultural and authentic attractions.

The Herbest's (2015) book "Heritage Tourism and Society" uncovers a broder approach of heritage way of society and its association with tourism. Bonitace and Fowler (2011) expound on heritage and tourism in the worldwide town from the part of heritage site assurance doling out duties to every one of the on-screen characters in the chain. They likewise expound on heritage introduction and translation. Kirshenblatt-Gimblett's his book name Destination culture: Tourism exhibition halls and heritage, writer talk about how galleries complete with tourism. He

have concentrated on parts of cultural heritage tourism.

Mulimani A. An and P.R marker (2013), distributed paper on Tourism improvement in GOA: In this paper creator endeavored the spot of enthusiasm for Goastste and assessed the accessible foundation capability of tourism advancement. Dr. Nutan Tyagi (2013); she has distributed research paper on 'Arranging Strategies for Tourism Development in Eastern Utterpradesh'. In this paper concentrated on job of transportation in the improvement of tourism, a talked about the various problems looked by tourism. She recommend Sustainable strides for tourism improvement. She additionally broke down the present status of tourist focuses. She have concentrated on the tourist circuits in eastern uttar prasdeh.

Mohmond Reza Anvari (2008), his research paper distributed on an evaluation of tourist conduct in Abyaneh Torist focus. In this paper creator figure the tourist fulfillment level about various offices he ascertain the satisfication file of various perspectives. As per him the satisfication of tourist shows the pace of tourism improvement level.

Adavitote S. C; Gatade D. G (2007), research paper distributed on 'The Study of Behavioral Pattern of Pligrim tourist at Akkalkot in Solapur locale. In this paper creator talk about the standard of conduct of Tourist arrivaled in Akkalkot. In this paper concentrated on traveler visited Akkalkot in better places. Imapact of Pilgrimage tourism on Host Population of Pandhrpur (S.B Deshmukh and A. M. Navle 2014). In this paper investigation the effect of journey tourism on Physical, financial and Socio – Cultural exercises of Panharpur. This effect is both positive just as negative. Hello likewise stuiued the host reaction on this effect.

Rana P. B Sing (2011) Professor of Cultural Geography and Heritage Study (BHU-Varanasi) has Published his book on Heritage Scapes and Cultural Landscape: An Appraisal-In this Book Rana P.B. Singh has talked about the heritage is a cultural personality to be reflected in the domain of individual, interesting and numerous layers of pluralism, particularly as for religion, in any event in old cultures that kept up their conventions and progression. In the range of time the layering of different cultures put their imprints, which in the arrangement of time go to be the issue of contentions because of guarantee by the various gatherings. The idea of heritage-scape is along these lines to disclose interrelated social frameworks to pass on both the temptation of transient, spatial and cultural powers that the UNESCO wishes to cultivate.

Heritage Scope of India : Appraising Heritage Ecology Edited by Singh Rana P.B and Pravin S. Rana. This book is distributed by shubhi production

(2011). This book writer has characterize the word 'heritage' and 54 'Heritage environment.' According to him heritage is including characteristic and cultural milieu. Heritage is to be as typify of human inclination, it created inside the recorded cultured procedure heritage is a spatial marvels.

S. Bharadwaj (2012) his book "Sustainable advertising of cultural and Heritage Tourism."Published by Arish publision He has talk about on the promoting of cultural and heritage tourism; Strategic Sustainable Heritage tourism, he likewise examine the eventual fate of sustainable stamping and patterns of cultural heritage tourism.

Romila Chawala-(2006). Her book "Tourism the cultural heritage" distributed by emerge distributer New Delhi ; This book manages the cultural Heritage of India from the tourism purpose of new. Creator endeavors that the ideas of cultural tourism and heritage tourism as wel as heritage tourism in India. Ultimately creator talk about the job of culture and religion of India in tourism advancement. The creator additionally constrained on the challenger of heritage tourism. New Ear of Sustainable tourism in India. Atul Bansal (2013).

OBJECTIVES OF THE STUDY

1. To study heritage sites and tourism development in study region.
2. To highlight the issues related to heritage tourism and sustainable development

RESEARCH METHODOLOGY

Tourist profile in the study region has been undertaken through the field work. For the present study selected some tourist places which are relevant in tourism. Primary data related to tourist profile have been collected by questionnaires.

DATA COLLECTION

Collected data have been organized and spoken to by different factual and cartographic methods like separated circle and bargraphs and so forth. Financial, Social and environmental effect of tourism have been contemplated by the gathering the assessment of tourist and host network.

Reaction of tourist and host network has been gathered through questionaries. Gathered information have been dissected by utilizing measurable procedures and Satisfication level list have been determined.

Tourist Generating Destinations:-

Over the most recent Five years, tourist appearance in the Upper Krishna Basin has expanded however there is no consajency in the development pace of

tourist appearance. A far reaching increment has been seen which has supported tourism in the state and it has been a most wonderful factor in the present status of tourism in the state. The Statistical unit of the Department of tourism, Government of Maharashtra and different associations have embraced statistic investigation of the tourist focuses in Maharashtra giving exact quantities of household and outside tourists visiting the tourist places.

Table No.- 2

Tourist Arrive led at Bundelkhand

Sr. No	Years	No of Tourist
1	2007 – 2008	1031000
2	2008 – 2009	1040000
3	2009 – 2010	1148500
4	2010 – 2011	1194000
5	2011 - 2012	1235000

As per table 2 from most recent five years, pattern of tourist's arrive led at Bundelkhand is expanded. In 2007-2008 close around 10 lakh tourist visited to Bundelkhand, it expanded up to 12 lakh in 2011-12. It uncovers that consistently no. of tourists visited to Bundelkhand have been expanded.

CONCLUSION

I started with a reference to the need to create explicit proposals for the continuation and improvement of the Vaka Moana program. I trust that my comments have recommended to you a few thoughts in such manner both concerning sustainable cultural tourism improvement and with respect to the advancement of successful nearby network the executives of cultural assets. I can't dare to inform you on the future with respect to Vaka Moana, yet I can propose three general territories of activity that may be proper concerning sustainable tourism advancement.

There is a need to expand local, national and nearby rules for undertaking cultural effect appraisals; such evaluations ought to be legally necessary preceding the endorsement of every (tourism) improvement movement.

There is a need to embrace national inventories, including studies and maps, of all steadfast physical cultural heritage and sites—and to decide their guest conveying limit—with a view to their long haul assurance inside the structure of the 1972 UNESCO World Heritage Convention, and other fitting worldwide, national, neighborhood and standard protection instruments.

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Corresponding Author

Mohammad Faiz Afzal*

BTS, MATM, M.Phil. (Tourism) Project Fellow, JRF (P)

mohdfaizafzal.bhu@gmail.com