

Impact of Sustainable tools Practices in Indian Tourism Development, A Case Study ROSE Kanda, Bageshwar, Uttarakhand, India

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Abstract – Uttarakhand is currently one of the world's fastest-developing tourism destinations. While the possibilities of tourism advancement in India by and large and the state of Uttarakhand specifically appear to be very encouraging, fears about the sustainability of the same develop. In the above context, this paper seeks to impact on Indian Tourism Development Practices of Sustainable Tools, with special reference to ROSE Kanda, Bageshwar, Uttarakhand, India.

Keywords: Indian Tourism, Tourism Development, Sustainable tools, ROSE Kanda.

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INTRODUCTION

Tourism is of relatively modern, origin as we understand the term today. It's distinguishable from the travel undertaken in the past because of its mass character. Annually, the mass movement of people from their home location to another country for a temporary stay of a few days or weeks is a growth of recent origin in large part.

Despite the fact that the annual relocation of individuals began more than a century prior. Feasible Tourism has a bunch of definitions including ecotourism, green travel, ecologically and socially aware tourism, reasonable exchange and moral travel. The most widely acknowledged definition is that of the World Tourism Organisation. They characterize practical tourism as: "Tourism that prompts the administration of all assets in order to satisfy monetary, social and esthetic needs while safeguarding social trustworthiness, basic natural procedures, organic assorted variety and emotionally supportive networks of life" Ceballos-Lascurain (1990) gave one of the broadest definitions of buyer driven. He argued that in the world situation, tourism is the biggest business on the planet. Ecotourism has received much consideration as of late, especially within the creating scene. It has been associated in many places with initiatives for sustainable development, protected area, conservation efforts and strategies for regional and community development. Eco-tourism is the only

instrument for sustainable development in today's world. There is a lot of scope for ecotourism and at the same time there are also problems.

TOURISM IN INDIA

As has already been noted, tourism is rapidly emerging as a sector with immense potential to ensure rapid economic development of nations, especially for developing nations such as India. India has some unique features that make it particularly suitable to take maximum advantage of promotional tourism. It is noteworthy that India is the planet's seventh largest, second largely crowded, tenth industrialized country and the sixth to have gone into space. However, India's uniqueness in attracting the world as one of the most sought-after destinations for tourism lies primarily in its very rich cultural heritage, the presence of so many historic sites including world wonders such as the Taj Mahal, vast coastal areas and extremely serene hills. Because of these reasons, India has been a land of bounty and prosperity from time immemorial, a nation of vibrant colors with joyful and tolerant people. Furthermore, geographically, there are also certain peculiarities that are in India's favor which distinguish this country from the rest of the world. India and its five neighboring countries (i.e., Pakistan, Bangladesh, Bhutan, Nepal, and Sri Lanka) together form a self-contained landmass, capable of being called a major sub-continent in Asia. In fact, the numerous

ranges and mountains in the North and mighty bodies of water in the South provide physical unity to this subcontinent. The mountain ranges which consist of Kirthar, Sulaiman, Hindukush, Karakoram, and Himalayas cut off the subcontinent from the rest of Asia's pieces. Moreover, the peninsular district of this current subcontinent is embraced by water bodies such as the western Arabian Sea, the southern Indian Ocean and the eastern Bay of Bengal. Here, it deserves to draw attention to the fact that the third largest sea in the world came to be known as the Indian Ocean, since the Indian subcontinent is at the head of that sea. India's wide land mass comprises an area of 32,80,483 sq. After Russia, China, Canada, the United States, Brazil and Australia Km is the seventh largest nation on the planet. India is situated at the exchange and exchange parkways around the world. The maritime courses that serve South East Asia and Australia through the Indian Ocean. India is connected with Europe, North America and South America through Suez Canal and Cape of Good Hope. To put it plainly, India has a land area, common assets and a chronic and social foundation that is very useful to the advancement of tourism.

Tourism as an industry created needed to hold up until the mid-twentieth century for quite some time. Three major helps undertake innovation, media communications and tourism in the 21st century will drive the world economy. In the current century, travel and tourism will be one of the most noteworthy development areas in the world.¹ The United Nations World Tourism Organization (UNWTO)'s 2020 vision undertakings are relied upon to reach almost 1.6 billion by 2020. Of these global appearances in 2020, 1.2 billion will be intra-territorial and 0.4 billion will be travellers, and up to 475 billion worldwide tourism receipts in 2024.² It shows that tourism is bit by bit picking up recognition as an exceptionally worthwhile industry. Tourism is a phenomenon that is closely interrelated with many other related sectors of the economy, such as transportation, accommodation, catering, agriculture, forestry, entertainment, environmental protection, etc., promising to increase employment and income not only for those providing this service, but also for the host of other related services and business activities. Tourism is not just an engine for growth but also a generator of employment. According to WTTC Travel & Tourism Economic Impact 2015, the tourism sector currently employs 1 in every 11 people worldwide, with the industry generating US\$ 7.6 trillion or 10 per cent of global GDP in 2014.

As indicated by the UN World Tourism Organization, tourism directly gives 6-7 percent of all out-of-world occupations and millions more through the multiplier impact right now in a roundabout way. After manufacturing and agriculture it is called the third pillar of economy. Tourism contributes significantly to the overall development process as well as providing solutions to the fundamental issues such as poverty alleviation, job creation, heritage conservation and

biodiversity etc. As indicated by the UN World Tourism Organization, tourism directly gives 6-7 percent of all out-of-world occupations and millions more through the multiplier impact right now in a roundabout way. Tourism will, in the long run, spur dialog between culture and enhance world peace. Tourism is bringing local the global. Tourism development has several implications for the national, state, and regional economies. It also motivates skills and entrepreneurship development, and affects the pattern of income distribution. It is a huge distributor of wealth as it transfers riches from the rich to the poor.

The specialty about tourism is that its importation involvement is nominal but its value-added contribution is substantially high in terms of the scarce foreign exchange. It is also observed that in the tourism industry, the time required for the investment to generate revenues is short. This is the basic reason why tourism industry preferences are generally shown under developed and developing countries.

The current government's vision is to reach 1 per cent of ITA (International Tourist Arrivals) by the end of 2016-2017. Some of the steps in the right direction are the recent introduction of visas on arrival to visitors from 44 countries around the globe with the aim of extending it to another 106, the launch of a mobile app for the list of tour operators and hotel classifieds, tourism management and hospitality institutes. Several schemes such as 'Swadesh Darshan' for the development of theme-based circuits, the national pilgrimage rejuvenation and increase derivation mission, the embellishment and improvement of pilgrimage-based sites of all faiths are focused on ensuring 145 crores of domestic visits by the end of 2016-2017, other programs such as 'Hunar Se Rozgar Tak' and 'Hunar Zaika' are also launched with the intention of genetic engineering

The World Travel and Tourism Council (WTTC) research says travel and tourism in India are likely to grow at a healthy rate of 7.5 per cent, driven by visa reforms at a time of global economic challenges. The Indian government needs to make the nation an attractive traveler goal so that a lot of world visitor appearances from the current 0.68 percent will rise to 2 percent by 2025 as per a late released draft of the National Tourism Policy 2015.

SUPPORTABLE TOURISM

The World Tourism Organization of the United Nations (UNWTO) has announced 2017 as the 'International Year of Sustainable Tourism for Development,' which features the significant job of tourism in guaranteeing financial serenity and social balance in a quickly expanding worldwide

economy. It is likewise a driver of worldwide collaboration and amicability, contributing US\$ 7,613.3 billion or 10.2 percent to worldwide GDP in 2016 with an expected activity formation of 292 million occupations (both straightforwardly and in a roundabout way).

While the Brundtland Report,' Our Common Future,' published by the United Nations World Commission on Environment and Development in 1987, can officially be said to have coined the term ' Sustainable Development,' the need for a pragmatic approach to mitigate the harmful effects of mass tourism was felt in the early 1970s with the advent of major fairs and festivals in non-urban settings (participation).

Tourism has many traits that make it particularly valuable as a development agent. It encourages beneficial limits from exchange as a cross-cutting part, and the arrangement of occupations linked to the tourism's worth chain. Specifically, it is blossoming with resources such as indigenous habitat, a warm atmosphere, a rich social heritage, and bottomless human resources, where similar leeway is available to create nations. Nevertheless, tourism can also be a source of damage to nature and contamination, an overwhelming customer of rare assets and a reason for negative cultural change. It is imperative for this reason that it is well planned and managed (http://cf.cdn.unwto.org/sites/all/files/docpdf/devcoen_gfinal.pdf)

SUSTAINABLE TOURISM DEVELOPMENT

Sustainable development has gained widespread acceptance in society among political and other stakeholders, but in reality this is still largely visible in the lip service paid to it. Sustainable development discourse popularization has not-yet-led to satisfactory implementation.

Talks, however, could turn out to be groundbreaking and start social learning, and lead society to practical improvement in the long run (Petschow, et al., 2005). Social learning can be understood as "a difference of understanding that goes beyond the person to get arranged within more extensive social units or to rehearse networks through social collaborations between on-screen characters within social networks." (Reed, et al., 2010) However, there is still a lot of work to be done to move away from shared concern and talk to real use, as the hole betw Imple. This practice of interpreting begins with dynamics. Therefore, manageable improvement must enter the field of dynamics and be viewed as a "dynamic technique" to be a valuable and implementable idea. There are two terms that need explanation: system and dynamics.

A procedure is a way forward to bring about an ideal future, achievement of the advancement right now

and its goals. Although a choice is an assurance (Merriam-Webster English Dictionary) that appeared after consideration.

Peterson and Blomberg characterize choices as selections of arrangements that end vulnerability or lessen disputes, or in other words, choices are the outcomes when decisions are settled on. All things considered, dynamic is a subjective procedure that prompts the choice among a few other options of a favorite choice or game-plan (Wang and Ruhe, 2007). Mentally engaging, dynamics can be viewed as a "sane procedure" in which choices depend on specific criteria or systems and are conceivably logically very well educated. In reality, however it may be, dynamic is often much more of a "fluffy procedure," less characterized and subject to numerous impacts.

It goes beyond the supposition that progressively (logical) data prompts "better" dynamics intelligently (Holder, 2004). Of course, while "proof / information-based dynamic" is a catchphrase that is developing, (logical) data is just one of the variables that affect chiefs despite emotional components including philosophy, values, standards, interests, power connections. This is especially the situation for sustainability issues portrayed by dissimilar qualities and standards among chiefs, high vulnerability over causes and arrangements, and hazards (Bell and Morse, 2010). In this capacity, dynamics can also be considered as a coordination (as a "similarity test") between an entertainer's more emotional variables, separated from (logical) data, and normal ramifications. Stakeholders are individuals (citizens— each of us) but also include various types of individual organizations / groups (e.g. governments, businesses, non-governmental organizations, citizens ' committees, schools, higher education), and even the world community as sustainable development is to be implemented globally.

IMPACTS OF TOURISM:

Tourism is considered the tool for socio-economic development, and is the best way for developing countries to alleviate poverty. But the development of tourism also creates negative impacts on the local community. According to the ESCAP (1999) report, "Integrated Planning Guidelines for Sustainable Tourism Development," the following are the significant and significant negative impacts of the development of tourism that lead to thinking about sustainable tourism development.

In his study Ray Nilanjan (2012) concluded that heritage's social significance lies in its association with identity. It is essential in helping people and communities. The custodian of religious heritage sites in and around Hooghly district Kamarpukur constitutes a key element in defining their Socio-

Cultural identity. During the 1990s interest in cultural heritage emerged as a tourist attraction, becoming an important economic asset and a mechanism for preserving ethnicity. History and its tangible markers have quietly survived at Kamarpukur for 80 centuries in the form of buildings, cemeteries, folk music, literature, culture... This study reveals that Kamarpukur has great prospects as both a destination for rural tourism and for pilgrimage tourism. Tourism and heritage conservation interests are complementary, and therefore tourism and culture become partners in the process of development. It can be said that India can emerge as a promising destination for modern tourism, with rich religious tourism traditions.

In his study 'Tourism in Andhra Pradesh: A Conceptual Framework' Krishnaiah P. (2012)⁷² concluded that the highest number of tourist arrivals in Andhra Pradesh are due to the beauty of the scenery and the unique incorporation of different cultures. Tourists are interested to come to Andhra Pradesh for ancient architectures and famous pilgrimage centres, heritage monuments, hill stations, lakes, long coastal belts, bird sanctuaries, summer resorts, abundant flora and fauna, exotic hill station, cascading waterfalls, sparkling lakes, lofty hills and Buddhist pagodas. The main reason for attraction is the world's richest Hindu religious temple from around the globe in Tirupati. Besides that, Andhra is distinct for local foods, cuisines, delicacy, exquisite handicrafts, vibrant festivities, and people's hospitable nature, making visiting the state an unforgettable experience. Andhra Pradesh contains over 500 tourist attractions.

A. Barman & S S. Chowdhury (2011)⁶⁸ in their study 'Tourism in Meghalaya for Sustainable Livelihood-The Educational Perspective' concluded that, training and manpower development forms a major contribution towards realizing the benefits of ecotourism need integration of vocational, professional education, secondary education for tourism and serves to build bridges and instill confidence among communities and development organizations. Efforts should be concentrated primarily on promotion and education amongst the stakeholders of Meghalaya tourism. While another important element of the marketing mix may also be given importance to product (the destination) through the infusion of tourism education and awareness among the masses.

Kreag (2001)⁷ identified the economic, environmental, social, and cultural effects of development of tourism. He talked about crowding and congestion, services, taxes and attitude towards the community in order to understand the positive and negative impact of tourism development.

(2002)⁸. Kim Kyungmi. Conducted a study on "The effects of tourism on community residents' quality of life." The aim of this study was to find out the effect of the development of tourism on local residents'

quality of life (QOL). This study finds out that the attitude of residents towards the economic, social, cultural and environmental impact of tourism development affects their satisfaction of a particular domain of life and it has been shown that stages of tourism development moderate the relationship between residents' perception of tourism impact and their satisfaction with particular domain of life.

R.O.S.E. (RURAL ORGANIZATION FOR SOCIAL ELEVATION)

R.O.S.E. is a certifiable submersion encounter for bold travellers who want to enjoy an alternative culture without dissolving customary neighborhood esteems. It lies in the lower Himalayan regions of Uttarakhand, India.

R.O.S.E. (Rustic Organization for Social Elevation) was established by Jeevan Verma in 1988, after he was keen on social work to support his locality. R.O.S.E. runs a government-funded school for more unfortunate families, has assembled 5 houses, twelve treating the soil toilets and aids to improve life in the valley in enormous and small ways. The advancing financing comes from facilitating guests from around the globe. As a R.O.S.E. Kanda visitor your expenses go towards these activities and other nearby employments.

During your time at R.O.S.E. you will be suited by the Verma family, staying in their visitor's dwelling and having family suppers. You can invest your energy taking an interest in different volunteer exercises, for example, instructing at school, assisting with family or nursery tasks, partaking in a development venture on the off chance that one is arranged, accomplishing PC work to help with outreach, or potentially some other undertaking of your own.

A gathering of the Kanda people group established a Provincial Organization for Social Elevation (R.O.S.E.) as an enrolled Non-Governmental Organization (NGO).

It works at the grassroots level, speaking to the network in order to become dynamic members in the improvement of a superior life itself. R.O.S.E. plans to improve rustic poor people's wellbeing, training, financial advancement, provincial improvement, eco-advancement and personal satisfaction while maintaining social trustworthiness and natural balance right now. This objective is accomplished through a program that carries benefactors to Kanda and monetarily underpins R.O.S.E. ROSE's provincial advancement extends in executing network All Education, Training, Social Development, Income Generation, Healthcare, Rural Development, Eco Development, Living, Organic Farming, Non-

Conventional Energy, Cultural Development, Environment.

Rosekanda (2017) Rural Education, Technical Education, Rural Development, Rural Tourism, Unconventional Energy, Culture, Social, Environmental Disaster Management, Local Self-Governance (Panchayati Raj), Khadi Village Industry, Voluntary and Leisure Activities at R.O.S.E. Kanda

IMPACT OF SUSTAINABLE TOOLS PRACTICES IN INDIAN TOURISM DEVELOPMENT

Tourism is seen as an instrument for socio-economic development, and is the best way for developing countries to alleviate poverty. But the development of tourism is also having negative impacts on the local community. According to the ESCAP (1999) report, "Integrated Planning Guidelines for Sustainable Tourism Development," the following are the significant and significant negative effects of tourism development that lead to thinking about the development of sustainable tourism.

In India the development of tourism has received a heightened late thrust. While tourism has excellent prospects for promoting rapid economic development, especially with regard to developing nations, as is evident from the experiences of many developing nations, it can be said that the sustainability aspect of tourism has not often been given sufficient consideration in the design of government tourism policies. In this article it is concluded that the multiple impact of Sustainable Tools Practices in Indian Tourism Development was held in R.O.S.E. Kanda, Bageshwar at Uttrakhand.

Sustainable tourism development approach is not only related to economic development but is also considered as an effective tool for achieving equitable international social condition. Sustainability has various social, cultural, economic, environmental, managerial and governmental dimensions (Hamed, 2010).

Now many tourist destinations are developing strategies for sustainable tourism development. Those strategies are based on sustainable tourism principles. When attempting to incorporate the broad vision of sustainability into local policies and practices, planners and others may use these principles as basic guidance. For destinations and organizations the list of principles provided below is important.

This process of exchange involves participants which include a single person or a whole community. Participants are obliged to measure their own gains (benefits) and losses (cost) from this process of exchange. This exchange process continues to the

point where both sides participants feel that the benefits exceed the costs, or the benefits and costs are in balance.

CONCLUSION

In India, tourism development has received an increased thrust of late. While tourism has excellent prospects for promoting rapid economic development, particularly with regard to developing nations, as is evident from the experiences of many developing nations, it can be said that not often enough consideration has been given to the sustainability aspect of tourism in the design of government tourism policies. In the present article it is concluded that in R.O.S.E. Kanda, Bageshwar in Uttarakhand the multiple impact of Sustainable Tools Practices in Indian Tourism Development was held.

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