

**INTERNATIONAL TOURISM AND
SUSTAINABLE DEVELOPMENT :
A CASE STUDY OF WESTERN HIMALAYAS**

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TO MY PARENTS.

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I own full responsibility for the facts presented in the dissertation.

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PREFACE

The present study deals with International Tourism and the relevance of sustainable Development paradigm to its study. The motivation for such a study stems primarily from a growing tendency in contemporary Political Geography to raise themes of relevance and development. The widening gap between the rich and poor countries and growing international concern for ecological and cultural issues provides the rationale behind such an endeavor.

Many issues emerge from the modern tourism industry of the post second World War era. Two very significant and interrelated issues are, firstly, on account of benefiting the developed nations more than the Third World countries and tourism reinforcing the structural imbalances in the world economic system and secondly, the monetary capital of tourism business threatens the natural capital (i.e. the environment) of the destinations. The neglect of long-term benefits in the favour of short term economic gains is manifest in the depletion of the resource itself.

International Tourism in Third World destinations has its own problems. A major problem of international tourism is that it has a high potential for damaging the cultural and ecological set-up of Third World countries because (i) in many of these countries tourism is haphazardly managed for economic gains (Foreign Exchange etc.) (ii) their cultural and ecological systems are fragile and (iii) the destination's economies are underdeveloped.

The present study focuses attention on International Tourism in third world countries by addressing the issue of negative social and environmental impacts of International tourism in selected destinations. The Western Himalayan Region is appropriate for the study because it is under-developed; it has a fragile cultural and Physical environment and; is a popular attraction for International Tourists. The study analyses the governmental policy of tourism development from the community angle by means of a survey of perceived negative impacts of International Tourism by the local populations of two Western Himalayan Destinations.

The issue of negative social and environmental impacts of international tourism is addressed through Sustainable Development paradigm.

Sustainable Development is a path, away from the Growth paradigm, to the emergent Biospheric world view of Environmental protection and preserva-

tion. It is born out of unprecedented threats to life-support systems of planet resulting from 300 years of blind devotion to the Economic Growth Model. Sustainable Development is relevant to International Tourism, since the tourism industry has always followed the growth path and neglected the issues of cultural and ecological deterioration. Although the Spatial frame for Sustainable Development is global but because the world is divided into political and not ecological and cultural boundaries, the scale has to be local.

In the study of International tourism impacts on the destination, the focus of attention is on firstly, the local population - their perceptions and attitudes towards the guests, and secondly, the impact of alien values and behavior patterns on the local community and physical environment.

Since, the benefits of tourism are location and social-group specific, the benefits are not homogeneously distributed over space and among population. It is hypothesised that within a destination the perceptions of negative impacts will be group-differentiated i.e. those who benefit directly from foreign tourist will be more tolerable of negative impacts of tourism. The intensity of attitudes and perceptions will vary at different destinations according to their respective levels of tourism development and social differentiation. The incidence of less tolerant attitudes and highly group-differentiated perceptions among the hosts is considered an indicator of unsustainable impact of tourism.

To make a critical analysis of International tourism and the relevance of sustainable development paradigm, the present study has been divided into Five chapters. Chapter One is titled as introduction. In this chapter International tourism and various issues emerging from it have been outlined. The concept of sustainable Development has been introduced and a conceptual framework presented for its use in addressing the issues of International tourism.

The second chapter presents a detailed account of International Tourism trends at global level and highlights the differences between the developed and the underdeveloped countries in term of tourist arrivals, accommodation capacity and tourism receipts by using World Tourist Organisation statistics. An account of International Tourism trends in India is also presented.

The third chapter deals with International Tourism in Western Himalayas in terms of Tourism Potentials, Infrastructure and Tourism Development Plan. Statistics of Department of Tourism and Tourist Traffic Survey 1990 con-

ducted by Economic and Statistical Department of Himachal Pradesh have been utilised for the purpose.

The fourth chapter presents an analysis of the results of the survey of perceptions of tourism impacts by the local population. Field investigation were carried out at two destinations of Keylong and Shimla town in Himachal Pradesh selected on the basis of their respective levels of tourist arrivals, infrastructure development and seasonality of tourism. An attempt has been made to examine as to how the level of tourism development in the destination and type of host-guest relationship affect the perception of the local population about the negative social and environmental impact of International Tourism. The last chapter, which is a summary of the entire study, highlights that International Tourism as it has grown has given rise to new and reinforced the existing structural imbalances in the World Economic system.

The study proposes the relevance of sustainable Tourism Development to third-world situations and calls for reorientation of tourism policies to achieve the twin objectives of maintaining growth while protecting the social and ecological system from damage. It is seen as an essential step for mitigating the negative impacts of international tourism in third-world context.

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CHAPTER 1

INTRODUCTION

Leisure and Recreation have always been intimately related to the quality of life. These have transformed themselves in the course of time and in the process have grown more diversified as phenomenon. Their diversification signifies their increasing importance as indicators of change in all spheres of human environment - political, economic and social. The change is both qualitative and quantitative and is also universal. In all societies, the transformation of leisure from an activity to industry has taken place.

Tourism being concrete form of recreation available to man best exemplifies and explains this change. In the pre-industrial era, tourism emerged as a cultural practice amongst the elite sections of the society. The transformation of this elite practice into a phenomena cutting across social class line took place during Industrial Revolution and subsequently in the 19th Century when a host of factors led to a "democratisation of travel"(1). Mass Tourism commenced only in 1920's, firstly in U.S.A., when science and innovative technology made possible the mass production of vehicles and then in 1930's when due to greater availability of leisure time the system of paid holidays was introduced. In advanced industrial societies in general and Europe in particular, tourism became a mass phenomena after the end of second world war. With time, the nature and geographical horizons of mass tourism changed from domestic holiday-making to international travel over long-haul destinations. The second half of the twentieth century has witnessed the mushrooming of tourist space everywhere and sociologically a distinct tourist type has emerged. In this era of mass tourism a leisure ethic has taken root where Right to leisure is seen as basic human right.

Tourism as an Industry, has made governments conscious of its value as an item of world trade and in order to keep the trade in surplus governments have devised Tourism Policies to regulate, promote and manage the tourist product. The Economic factor has gradually taken precedence over environmental and cultural factors in the growth and regulation of International Tourism. An Interesting feature accompanying the contemporary tourist boom is the proliferation of diverse forms of Tourism ranging from short excursions to round the world trips, from beach tourism to mountaineering expeditions, from organised mass travel to individual exploration. John Urry(2) argues that there is a discernible shift in tourism with post-

modernist concern with more importance placed on play, pleasure & pastiche than standardised & regulated kind of tourism. LANFANT (1989) (3) sees the present day tourist developments as "multiplying with an amazing inventiveness" where all nations are trying to gain the benefits from tourism. Societies in the west regard tourism as an industry for the future. Tourism in the third world is seen as a panacea for economic ills, like rising foreign debt & poverty. Tourism promotion is an important part of the Structural -Readjustment Programmes of the World Bank in many of these countries.

The United Nations has already, in 1963, recognised the importance of tourism to the economies of third world. In the 1980 Conference on World Tourism, held at Manila (27 September - 10 October, 1980), it was accepted by the participating countries that Tourism could be a vital force for peace and could contribute to the establishment of a New International Economic Order(4).

However, Tourism is beset with many problems relating to its Environment & cultural Resource base and social and economic values of its market. Tourism induced change is inevitable and it is not always with positive consequences for the host communities. It has been suggested by many studies that Tourism Impacts are not always sustainable. It is the endeavor of this study to explore this vary dimension of tourism, in an international context.

ISSUES RESULTING FROM INTERNATIONAL TOURISM(5) :-

International Tourism through its evolution from the era of Grand Tour to the present day Mass International Tourism has brought about changes in all the spheres of life. The factors that led to the world-wide expansion and growth of tourism can help us to analyse the implications of certain issue areas that result from it. It is appropriate, therefore, to review the factors that led to its growth and development in order to understand its operation mechanism and issues resulting from it.

Increasing opportunities to travel coupled with increasing safety and speed of long-distance travel are some of the important factors responsible for the growth of tourism. In the pre-industrial era pleasure travel was limited to the wealthy few and the privileged explorers who combined business interests with explorations. Pilgrimage was the most popular form of domestic travel which combined social, recreational and religious components in the world. In Europe, Spas, seaside resorts, hot springs etc. were popular amongst those who could afford them. Long tours like the "Grand Tour" could be undertaken only by the wealthy few who could afford to take a "year off" to travel to the European continent, between leaving school and starting a job or their business. Industrial Revolution brought about increases in productivity, regular employment and greater urbanisation which together gave more people the opportunity and motivation to travel. Now, tourism could cover a larger and a

broader social spectrum. The working class and the newly emerging middle class were new actors on the tourism scene.

Technological Innovations like the Steamers increased the potential geographical mobility of the population. With the coming of Railways, tourism as an Industry began to dig roots as the factor of "rail-tourism symbiosis"(6) became important. Both railways and tourism were seen as new businesses with immense scope and potential as companies competed with each other for developing a resort and linking it with rail-roads. Hotels mushroomed everywhere and entertainment facilities grew in variety and number, as more and more tourists came to visit these places. Thomas Cook, in 1841, became the first Professional Consultant and Travel Organiser in the newly developing tourism industry. The concept of the "Package-Tour" was his brain-child.

The gradual development of tourism continued till the end of Second World War, when a host of factors led to acceleration in its pace of growth. Technological advances such as the Jet Engine coupled with post-war economic recovery in the Western Countries made possible the long distance travel. The economies of the West became increasingly consumerist. The well entrenched Work Ethic and a increase in available leisure time motivated the people to travel over long distances. As the competition over markets, within the tourist industry grew, the trips became more economical.

The boom period of tourism industry coincides with the Expansionary period of capitalism, immediately after the second world war. In the Post-Industrial Phase of consumption the tourist production mechanism has taken the dimensions of multinational corporation completely integrated in the world economy. One feature that sets it apart from capitalism is that unlike capitalism Tourism has always responded quickly to crisis situations. The crisis generated by the rise in energy prices led to a downturn for tourism but for a very short time. The economic crisis in the affluent societies in the early 1980's and the worldwide recession initially hit the tourism industry but it quickly stabilised. The decline in International Tourism recently due to the Gulf War and the trouble in Arabian Countries was quickly overcome by the Industry because of its ability to control demand and market.

"The Growth of Tourism has become increasingly supply driven" (Lanfant, 1989)(7). Tourist Industry Multinationals which are vertically and horizontally integrated in the world economy have come to wield enormous power in the industry. Decision making which concerns regions, and whole countries are taken at International level by the Multinational corporations, which ruthlessly pursue the interests of the tourist industry rather than the host population.

Another discernible feature is the emphasis put by the host governments to promote

the “unique”, “out of ordinary landscapes” (URRY, 1990) and “mega-events” (MAURICE ROCHE, 1992)(8) such as Olympics and carnivals in order to attract tourist attraction which in result yields economic benefits. Tourism in the advanced countries, according to Roche, is linked to the post-industrial information society where the foreign cultures - as seen through the eyes of the tourists and governmental and private promotion agencies - are reduced to a few instantly recognisable characteristics. This results in distortion of reality and an increasing commercialisation of environments and cultures. KLEIN (1993)(9) shows how the Arizona State National Park Service in U.S.A. has constructed an abstract image of Western Landscape and a glorious past where, the “Frontier”, although it has long been declared “closed”, has been preserved as something sacred and which every tourist must visit.

In the present day Tourism, many strategies of tourism development run contrary to each other. The goal of preservation of landscapes & people is pursued side by side with building alien facilities like ski-resorts with mechanised lifts and artificial slopes. Tourism has been termed as a “two-sided entity”(10), which can fulfill the related expectations of the visitors and the societies that welcome them. The reason why International Tourism continues to grow is because it has the ability to invent new resources for promotion which the market, must consume because of his mounting leisure needs and recklessness.

BASIC ISSUES :-

The issues arising from the growth and development of International Tourism concern the disparities in tourism development and the social, economic and environmental costs and benefits of tourism. The issues are of, both international as well as national, regional and local significance and raise questions regarding the ethics of development.

(a) PROBLEMS IN UNDER-DEVELOPED COUNTRIES DUE TO INTERNATIONAL TOURIST FLOW FROM THE MORE DEVELOPED COUNTRIES :-

As a worldwide industry tourism has grown so quickly but haphazardly during the last quarter of a century that it has become a problem for both Industrialised and developing world. Tourism despite its phenomenal growth remains a first world phenomena. Two Third of all International Visitor arrivals are concentrated in 20 most industrialised countries and 90% of the world Travel market is in the developed countries. The Industrial World, due to its economic prosperity has a very strong tradition of tourism. In the early years, after the war, the Europeans and the North Americans preferred to travel within their continents but due to the growth of tourism and the resulting overcrowding and pollution of many of the resorts led to a decrease in their popularity. Due to the decline of the attractive value of many of these resorts,

long-haul destinations in the developing countries became more popular.

As the developing countries haven't had any significant amount of domestic tourism, the prospects of earning foreign exchange from international tourism has forced many of these countries to promote International Tourism without developing sufficient Infrastructure and taking precautions(11). The basic problem is that third world countries have been compelled to make a "leap from predominantly rural based economies into service oriented tourist economies without passing through the intermediary stage of Industrialisation"(12). The needs of the international tourists are at odds with the needs of the local population. In some cases the host countries look towards the tourist-generating countries for investment in tourist infrastructure development. Third World Tourism problems highlight many social economic and environmental issues. These issues are discussed in the following sub section.

(b) SOCIAL AND ECONOMIC ISSUES

The Social Impact of tourism varies according to the difference between the visitors and the hosts in terms of numbers, race, culture or social outlook. To the International Tourist, tourism brings benefits like relaxation, recuperation, recreation, change of environment, widening of horizons and social contacts(13). To the hosts the impacts are not always positive, although tourism is promoted as a major force in up-grading the standard of living; the values; fostering international understanding and preservation of cultural heritage, among the host population. The issue of social costs vs. benefits becomes even more pronounced when the traditional cultures of underdeveloped countries come into contact with affluent societies of the advanced countries. Social tensions, distortion of lifestyles and cultural decay are some of the costs that host destinations might have to pay for haphazard and unregulated tourist development(14).

The inevitable commercialisation, due to International tourism, of ethnic arts and crafts, can lead to development of "shoddy replicas and fakes"(15) and can have a "corrupting influence"(16) by "cheapening" the artistic values. The commercialisation brought about by International tourists tends to change the patterns of consumption in the host population through "demonstration effect".

There are also doubts as to whether International Tourism improves International understanding. it is impossible to believe that it does so, when examined through evidence of Prostitution, Immoral traffic, Gambling casinos and rising crime rates in destinations like Thailand, Fiji and Philippines. The very demand of many international tourists to stay in Tourist Enclaves away from contact with locals, suggests not much improvement in International Understanding.

The World Council of churches in its report "Leisure Tourism : Threat and prom-

ise”(1970) examined the issue of tourism induced social stress in the pilgrimage places and put forward recommendations calling upon both tourists as well as local population to fulfill their role more responsibly(17). The rising numbers of tourists interested in visiting such sites which gave rise to problems of religious nature, necessitated such an international response.

Another social cost of tourism is that it tends to change the indigenous languages(18).

This change is brought about through three ways :-

- through immigrants who come to fill new jobs.
- through demonstration effect of the outsiders.
- through direct social contact with the tourists.

Much of the tourism literature since 1970's has been concerned with Conflictual tendencies that result from International Tourism in areas where the hosts are confronted with “comparatively wealthier and culturally different”(19) guests. These conflictual tendencies might lead to latent or actual hostility in the destination area. The greater the cultural and economic distance between the hosts and the guests greater the probability of attitudes of the hosts becoming antagonistic. The more rapid and intense the growth of International Tourism at a destination greater the degree of conflict between the hosts and the guests. The lure of money and better life to the rural migrants plays an important role in breaking down traditional social and cultural values.

Although these conflictual tendencies are not unavoidable but they usually arise due to uncontrolled influx of tourist traffic into the area. High tourist densities can cause tensions between holiday-makers and the local communities and these tendencies are compounded especially if tourists are concentrated into a few pockets. (SEE TABLE I)

TABLE NO. I
TOURIST INTENSITY RATE - SELECTED COUNTRIES
(International Tourists minus Population x 100)

BAHAMAS	604.5
BARBADOS	177.8
SINGAPORE	161.0
U.K.	27.6
SWAZILAND	27.4
MOROCCO	11.8
MEXICO	6.8
EGYPT	3.9

SOURCE : Adapted from The New International Theme Issue "TOURISM", July 1993, No.245 Page 18.

(C) **ECONOMIC ISSUES :-**

Much of the motivation for development of International Tourism in the Third World comes from the perceived economic benefits that it brings, through foreign exchange earnings and employment and income generation, to destinations and regions. Flow of tourists and their revenue to peripheral regions has been seen as a counterbalance to the economic pull of urban industrial core in the West. However, many studies point out that a considerable amount of the generated tourism revenue returns to the tourist - generating core. The money thus leaked goes to travel companies, for buying consumer goods to satisfy tourist needs, and for repaying of loans and dividends on foreign investments. (SEE TABLE II)

**TABLE NO. II
ESTIMATES OF LEAKAGE**

SELECTED COUNTRIES	PERCENT
ARUBA	40
KENYA (BEACH HOLIDAY)	70
(SAFARI)	40
NEPAL	47
SRI LANKA	30
THAILAND	60

SOURCE : Adapted from the New Internationalist, Theme Issue "TOURISM" July 1993, No. 245, Page 19.

Another major reason for the tourist money leaking back to the advanced countries is that many of the leading hotel chains providing room accommodation to the tourists are based in the advanced countries. For instance, Multinational Hotel Corporations like the Holiday Inns, Marriot Corp., ITT Sheraton Corp., Hilton Hotels Corp. and Hyatt International have their headquarters in the U.S.A. / Some other problems related to the / Para change economic impact of International tourism are :-

- (i) International Tourism causes Inflation. It causes the rise in prices of commodities and land in the destinations(20).
- (ii) International Tourism due to its dependence on Foreign Capital makes

the economies of the host countries over dependent on tourism industry which is prone to fluctuations in demand and operates under uncertain conditions.

- (iii) International Tourism in many developing countries results in foreign control and dominance because the industry, basically, is supply driven. Foreign control and dominance might lead to greater amount of leakages and hence the industry's diminishing role in clearing the balance of payments deficits(21).
- (iv) "The foreign Exchange cost of overseas promotion, advertising and other development programmes by a nation and its tourist industry is yet another Foreign Exchange cost(22)."
- (v) Most of the employment generated in the wake of International Tourism is seasonal. The hotel building is capital intensive and if the same money is spent on Agriculture proportionally more employment opportunities can be created.
- (vi) Although International Tourism has the potential for regional economic growth, it can also create pockets of development and thereby further increase development disparities.

(d) ISSUES OF NATURAL ENVIRONMENT :-

One of the major criticisms of Tourism is that it is self-destructive i.e. it destroys the very resource that feeds it. Natural Environment as a tourism resource needs to be preserved because an increase in number of tourists leads to a greater possibility of tourist induced stress on the environment(23). While the overall environmental impact of the "Smokeless Industry" called Tourism is probably less than that of most other industries developed on a similar scale, the significance of its impact lies in the fact that it frequently impinges upon the fragile, sensitive and interesting segments of landscape(24). Activities like the construction of roads, buildings, ski-resorts etc. lead to permanent restructuring of the landscape. Tourist activities like Walking, Skiing, hunting etc. can result in trampling of vegetation and destruction of species. Increasing International Tourism at a place leads to increasing population densities and greater transportation activities which cause pollution of the environment. According to a Botanical study, both the Dal Lake and Nagin lake in Srinagar may disappear within next 80 years if the present rate of pollution is not arrested(25). The issues outlined above indicate the limitations of the present path of tourism development and call for radical reorientation of the planning process and strategy formulation. The issues are not merely of national level but are also international and local. Any response to these issues must be co-ordinated at International level and an integrated strategy must be developed keeping in mind all the dimensions of tourism impacts.

CONCEPT OF SUSTAINABLE DEVELOPMENT :-

The concept of Development grew out of the ideology of 19th Century Western

Industrial Society and was rooted in the belief that technological innovation and industrialisation will inevitably lead to human improvement. This belief was best realised in North America where settlers rushed to “transform wilderness into a domesticated environment(26)”. The Spanish and Portuguese colonizers exploited the vast store of natural resources in Latin America and rationalised their actions as a march from primitive towards civilized way of life. Colonialists with their superior technology and skilled manpower progressed at the cost of the natives who remained impoverished.

Development understood purely in terms of the goal of economic growth through industrialisation and technological innovation is misleading as concept and has many drawbacks. Development strategies based on economic indicators like the Gross Domestic Product camouflage the social inequalities that economic growth brings. Factors like family, work attitudes, social ethics, authority structure, content and quality of scientific education and degree of domestic tranquillity are some of the factors determining the success of developmental efforts.

At a Global level, the economic growth model has failed to bring about economic justice to all. The Global Economy has developed structural inequalities leading to disproportionate distribution of income, technological development and degrees of human well-being. It has widened the economic and social gap between the underdeveloped and the developed countries. The Unequal Exchange between the two has further marginalised the impoverished majority in the underdeveloped countries. The rapid strides of the developed nations in industrialisation is matched by a threatening pace of population growth and increasing poverty in the underdeveloped countries. In a way, both, rapid industrialisation in developed countries and rising populations in the underdeveloped countries prove taxing on the environment. All the factors, combine to paint a picture of earth as being more unjust, less secure, more polluted and with ever depleting resources.

Sustainable Development has been suggested as the only way out of the present state of affairs. The concept of sustainable Development emerged out of the ever increasing concern and awareness among the governments for the environmental decay, depleting natural resources and increasing poverty that threatens the very survival of man and other living beings. The concept has developed through the various United Nations conferences over the years. It was implicit in the Bio-sphere conference held in Paris in 1968. The concept of “ecologically sustainable development” was given shape by the United Nations Conference on Human Environment, held in Stockholm in June 1972. In 1974 the UNEP / UNCTAD Symposium on Patterns of Resource use, Environment and Development held in Cocoyou, Mexico, called for a new approach to development keeping in view “Imaginative Research in

alternative consumption patterns, technological lifestyles, landuse strategies, as well as institutional frameworks and educational requirements to sustain them(27)". The 1987 report of United Nations Commission on Environment and Development, titled "Our Common Future" concluded that the "human survival and well-being could depend on success in elevating sustainable development to a global ethic(28)". It was felt that "real world of interlocked economic and ecological systems will not change(29)" but the policies and institutions concerned must change by the way of greater international co-operation in formulating and implementing policy changes concerning the problems of environment and development.

Sustainable Development was defined as "development that meets the needs of the present without compromising the ability of future generation to meet their own needs(30)". A sustainable path of Development implies an idea of equity - both inter - generational and intra - generational. The satisfaction of basic human needs and aspirations of an improved quality of life by extending to all the opportunities rank among the important goals of sustainable development.

The sustainable development policies must be based on the following objectives :-

1. revival of growth.
2. a change in the quality of growth
3. meeting essential needs for jobs, foods, energy, water and sanitation
4. ensuring a sustainable level of population
5. conserving and enchancing the resource base.
6. reorienting technology and managing risks and
7. merging environment and economics in decision making(31).

Redclift (1989)(32) thinks the term Sustainable Development refers to "sustainable levels of both production and consumption". It denotes both "the resource base itself and livelihoods which are derived from it". (Goodman & Redclift, 1991)(33). The concept is riddled with disciplinary biases and two sets of contradictions are evident in it.

Firstly, the intellectual divide over the emphasis to be given to Nature and Human Progress in conceptualisation of sustainable development. Some scholars believe nature to be a major constraint on further human progress and suggest its conservative use. Other writers think that Human Progress carries implications for nature itself because the industrial society has failed to come to terms with implications of capitalist economic development.

Secondly, considering sustainable development in a North-South Framework the structural inequalities of the global system have resulted in contradictory approaches. Perceptions in the North i.e. environment must be valued and preserved can be inverted in the South where it is considered to be vital subsistence and therefore

must be exploited. None of these approaches can be lauded or derided because both are right as per their respective position in the world economy. Goodman & Redclift(34) suggest that the environmental agenda and the issue of sustainable development should be oriented towards the local level situations by providing realistic options keeping in mind the regional and national political economy of resource use and dimensions of social justice. In the local level situations, the assessment of environmental and economic "trade offs" necessary for any sustainable policy must be made.

Writers have pointed out the difficulties encountered in conceptualisation and measurement of sustainable development (HAHN, 1993)(35), while others see in sustainable development a moral challenge to bring advocates of varying opinions on a common platform (Engel & Engel, 1990)(36). Three conditions, according to Caldwell (1984)(37), are vital for the success of the paradigm :-

1. there must be a seizable politically effective constituency in favor of the sustainable policies.
2. Governments should have "incentive" to favor long range objectives of sustainable development over short term considerations.
3. there must be an ethical ideology of development with explicit political expression.

Although most of the countries are in favor of Environmental protection and Sustainable Development Paradigm, it remains to be seen how it is translated into Practice. As an international response, the Agenda 21, adopted by the United Nations Conference on Environment and Development on June 14, 1992, in Rio de Janeiro has outlined a comprehensive programme of action to be implemented during 1993-2000 with the help of governments, development agencies, United Nation organisations and non-governmental organisations. It covers a wide range of issues extending over Poverty, underdevelopment, consumption patterns, health, human settlements, Atmospheric protection, biological diversity, hazardous wastes, desertification, deforestation, toxic chemicals, biotechnology & women development besides suggesting means of implementation and financial assistance(38).

SUSTAINABLE DEVELOPMENT AND INTERNATIONAL TOURISM : CONCEPTUAL FRAMEWORK

It has been suggested by many studies the haphazard tourism development in many parts of the world can be socially and ecologically damaging to the host communities and environments and that tourism development for economic benefits is unsustainable as it exercises stress on Human and Natural Resources. This criticism arises from a shift of paradigm from a growth oriented tourism development towards more sustainable forms of development, in Tourism Research in tune with a general shift in other social sciences.

For Tourism Industry, sustainability is a new word, which is often missing or rarely used. But it is not difficult to identify what is not sustainable about Tourism Development. The Unsustainable effects can be categorised into Economic, Social, Environmental, Political and Administrative.

✓ 1. **ECONOMIC :-**

- a) Tourism causes rise in prices of essential items.
- b) increase in land prices
- c) economic marginalisation of the poorer sections of the society
- d) overdependence on foreign capital
- e) requires foreign investment and causes "Leakages" of revenue from host countries to tourism generating countries.
- f) makes the destination populations consumerist through the demonstration effect.
- g) Incurs losses due to fluctuations in foreign currency exchange rates which might result in reduction in demand.
- h) it fails to bring about equitable distribution of economic benefits among the host population thus maintaining the gap between the rich and the poor.
- i) its seasonal nature results in only part-time economic benefits.

2. **SOCIAL :-**

- a) Growth of population at the destination due to in-migration of workers and tourists.
- b) brings occupational mobility which in many cases leads to breakdown of the extended family system.
- c) change in vernacular language through contact.
- d) Loss of privacy of the hosts
- e) seasonal influx of workers might affect social stability.
- f) increase in social ills like Gambling, Prostitution, Drug use etc.
- g) changes in values through contact with outsiders.
- h) increase in inter generational gap of young and old.
- i) Commercialisation of arts and crafts.
- j) loss of freedom and opportunity to enjoy the local tourist resource.
- k) decrease in the availability of water, electricity etc.

3. **ENVIRONMENTAL :-**

- a) Alteration of Habitat through construction activity.
- b) Encroachment over agricultural land
- c) Pollution through effluents, solid wastes, noise etc.
- d) Trampling of vegetation and destruction of species.
- e) Destruction of fragile ecosystem like islands, mountains etc.
- h) Depreciating aesthetic values due to unsympathetic architecture.

4. **POLITICAL :-**

- a) hurdles in the path of promoting environmental and developmental

- awareness due to lack of support from certain vested interests.
- b) non-involvement of host populations in the planning decisions that affect them.
- c) non-integration of environmental & developmental issues in tourism policy decisions.
- d) short sighted tourism policies.
- e) lack of government initiative to involve Non-Governmental organisations into planning decisions.

5. INTERNATIONAL : -

- a) Disproportionate growth of international tourism worldwide
- b) lack of representation of local communities at international fora.
- c) lack of measures to implement and monitor International Agreements concerning tourism
- d) Theft and Smuggling of Antiques for sale in international markets.
- e) lack of consideration for the requirements of developing countries by the tourism multinationals.
- f) Selective kidnaping and killing of international tourists in trouble torn areas of underdeveloped nations.
- g) adverse impact of international conflicts on international tourism in Border and other regions in conflict.

6. ADMINISTRATIVE : -

- a) Lack of integration of tourism policy with the general planning process.
- b) Lack of efficient measures to educate the local population, hotel owners, resource managers and the tourists about their respective obligations and duties towards local environment and culture.
- c) lack of trained personnel
- d) Inadequate and unreliable data on tourism which has serious implications for its management.

As there are many economic, social, ecological and political limits of tourism development, Sustainable Strategies are necessary to eradicate these problems. Tourism, being a consumptive resource, with short-term cycles of booms and busts, can be, both, a powerful force or a scourge for Environmental protection & preservation of cultural heritage. It therefore, demands that if steps are not taken tourist destination areas and resources become over used, unattractive and eventually decline. Sustainable Tourism , calls for development of a more positive and symbiotic relationship between Environment and Tourism, which would give importance to the leisure needs of the tourists on one hand and Environmental Resource use, its protection and preservation for the future generations on the other. Co-ordination of policies, practiceable planning, acceptance of limitations on growth, education of all parties concerned and commitment to long-term objectives are pre-requisite to the successful planning for sustainable Tourism(39).

Since, it is unrealistic to believe the population of the tourist - generating countries

will dispense with their leisure needs and destination countries will ever want not to promote tourism, international understanding and cognizances over the issue of Sustainable Tourism is of paramount importance. The Manila Declaration, adopted the World Tourism Conference in October 1980, agrees that “ there are many constraints on the development of tourism” and suggested that nations and groups of nations should “determine and study these constraints and adopt measures aimed at attenuating their negative influence(40)”. It was also recognised by the conference that “International co-operation in the field of tourism is an endeavor in which the characteristics of people and basic interests of individual states must be respected(41)”. The 1989 Hague Declaration on Tourism called for its promotion in terms of sustainable development and sought to encourage “alternative forms which favour closer contact and understanding between tourists and receiving population, preserve cultural identity and offer distinctive and original tourist products and facilities(42)”. The 1989, Inter-Parliamentary conference on Tourism, held at The Hague, also recommended that the States should position tourism clearly within the framework of national priorities and assess the impact of any legislation on the facilitation and liberalisation on tourism to ensure that this does not impede flow of international tourism. Proper steps should be taken for the protection and security of tourists, sites and facilities(43).

STRATEGIES FOR SUSTAINABLE TOURISM DEVELOPMENT :-

Butler(44), suggests the following possible solutions for tourism problems to pave the way for more sustainable forms of tourism :-

1. Curbing tourist numbers to a level which allows the environment to function without being under pressure and to sustain itself.
2. Changing the type of tourism by attracting a different type of tourists.
3. Changing the resource base itself to resist the pressure of tourism.
4. Educating all parties concerned.

Although these strategies do cure tourism industry from some of its ills they are not sure antidotes to all its ills. Studies have pointed out the Lacunae in even some of the alternative strategies like Eco-tourism, Ethno-tourism, Anthro-tourism etc. Jacobson and Robles (1992) point out that sustainable tourism strategies are not environmentally benign and need highly efficient and innovative management(45). In their study they found that there were some negative impacts of Eco-tourism and there was a need to develop a training programme for tour-guides. In their survey they collected data regarding the resourcement management and information needs of scientists, National Park managers, current and potential tour guides, the tourists and the hotel owners. As a second step they conducted a pilot training course for twelve local residents. The results showed that the Tour Guide Programme helps to mitigate negative impacts upon resources, provided environmental education to

locals, apart from providing information for tourists and bringing local economic benefits. Gordon (1992)(46) illustrates the negative impacts of Anthro-tourism on primitive culture of the Bushmen in the Kalahari. Bushmen have been at the receiving end of the government tourism policy and vested interests in advanced countries because Anthro-tourism further isolated them by cashing upon their poverty, vulnerability and powerlessness. Dearden (1991)(47) points out that various forms of Sustainable Tourism Schemes are of different suitability in different contexts. Zurick (1992)(48) proposes the alternative strategies alone do not mean anything and important structural changes must accompany alternative strategies like Adventure Tourism for tourism impacts to be sustainable.

For any strategy of sustainable International Tourism to succeed in the objective of maximum benefits at a minimum cost, the following are necessary.

- 1) International consensus and co-operation about the strategy adopted.
- 2) Initiative in the tourist-generating countries (the market) aimed at increasing the environmental and cultural awareness of the tourists and developing consciousness about their duties and role towards the environment and culture of the host regions.
- 3) Placing tourism within the framework of national priorities and accord ing a place to tourism in the general planning process.
- 4) Framing policies keeping in mind the resource management, informa tion needs and economic conditions of the local populations.
- 5) Implementing the policies, plans and strategies as Pilot Projects at selected destinations first and then implementation of the revised plans at all the destinations.
- 6) Ensuring public participation.

In real situations, trade - offs will have to be made between protecting environments and culture and economic benefits; between protecting the product and the markets, between planning for long-term gains and short term benefits; between conservation and rampant depletion and between ethics and selfishness, in planning for Sustainable Tourism.

WESTERN HIMALAYAS : TOURISM AND SUSTAINABLE DEVELOPMENT

When compared to other parts of the Indian-Sub-Continent, Himalayas are an unique entity. The Himalayas are a world in itself. The Environment of the Himalayas in all its variety and internal complexity is very fragile. Culturally, the inhabitants of Himalayas have evolved a distinct way of life. Through out the march of history, Western Himalayas have been subjected to many kinds of external influences from the people of diverse religious, cultural and ethnic stocks. The Cultural-Ecology of the Himalayas has evolved through modifications of the Ecological settings by diverse cultural groups in different ecological contexts by Adaptation and Adoption

of resources. When compared to other parts of India it has its own peculiar features and problems. Its strengths - namely the environmental richness and strong commitment of people to traditions - are also its biggest weaknesses.

Developmental change in Western Himalayas is a post-independence phenomenon. The entire process of development has been geared towards improving the socio-economic conditions of the inhabitants. Development was also sought to be a vehicle for bringing the hitherto isolated regions into the political mainstream of national life. The strategic and military significance of the region necessitated that political stability and economic development be accorded maximum priority. In this regard, planning strategies have aimed at fulfilling the basic human needs of the people and encouraging economic development.

Though the economic development of Himalayas is of key importance, but there are certain constraints to its realisation. The fragile nature of ecosystem, difficulty of access and cultural difference of its people from the other parts of the country are constraints to Himalayan Development. The Development Process as it has unfolded has resulted in disparities among people and regions. The benefits of the development process have not trickled down to all sections of the population and are not distributed judiciously over space. The Trans-Himalayan Region stands in sharp contrast to the lower and middle Himalayas in terms of development benefits according to people and places. An important effect of development has been the permanent restructuring of the environment through deforestation, soil erosion, Landslides and building activity. Increasing population and greater urbanisation beyond the environmental carrying capacity combined with migration from other regions have put severe stress on Himalayan Resources. Cultural change resulting from contact with outsiders - traders, tourists, workers etc. and the values of modernisation have brought about far reaching changes in work, food and clothing habits apart from distortion of environmental sensibilities of the people by the Environmentally Unsympathetic Architecture - in gross imitation of alien fads and fashions.

Although the Western Himalayas have a long tradition of pilgrimages, Mass-tourism started only in the colonial period when the British rulers patronised the Hill Stations and Cantonment Towns. Developments since Independence have been marked by a lack of integration of tourism into general developmental process(49). In Himachal Pradesh, little was done to develop facilities and other infrastructure important to tourists. Development was restricted to a few scenic beauty and popular colonial resorts like Shimla, Dalhousie, Manali, Dharamshala etc. Political Restrictions like the requirement of an Inner Line Permit in the trans-himalayan region further discouraged Tourism in the region.

The governmental approach to Tourism Development in Himachal Pradesh changed only in the mid 1980's when it realised the role tourism - especially International Tourism - could play in economic development of the state. HIMTAB (Himalayan Tourism Advisory Board) was set up in 1987 as a "voluntary, consultative mechanism for greater inter-state co-operation in publicity, promotion and marketing of tourism facilities(50)" for the Western Himalayan Region. It has advised standardised inter-state taxation, better management of leisure facilities, popularisation of local festivities , preservation of ecology, architectural design concepts and alternative tourism as essential part of the tourism policies in the region. The 1991 Tourism Policy Document of the Himachal Pradesh Government declared tourism as an Industry and accorded it a high priority for "accelerating economic development of the state(51)". In 1992, the Government of India, amended the Foreigner (Protected Area) Order, 1958 by considerably relaxing the conditions of travel within the Inner Line.

The changed attitude towards tourism development has much to promise through increase in tourist volume but it also has its dangers because it is feared that the tragedy of tourism industry in Himachal is due to the tragedy of the general development processes which are not sustainable. The lack of sustainability arises from aggressive development at the cost of natural and cultural landscape. Tourism Development in Himachal Pradesh suffers from some contradictory processes where the need to protect and preserve environment and culture is at odds with the political and economic aspirations. The challenge before the sustainable development of tourism in Himalayas is that the goals of economic development, political and strategic stability, social well being, environmental protection and cultural preservation should not be compromised. Recognising that these are in contradiction at various points, the only viable solution may be to promote sustainable tourism development by trading-off and not compromising environmental, political, economic and cultural concerns. The success of the sustainable solution will ultimately depend on efficient management, and participation and education of tourists, hosts, traders and decision makers.

FOOT NOTES :-

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(2) See URRY p. 3

(3) LANFANT, Marie - Francoise *"International Tourism resists the crisis"* in Anna Olszewska and K. Roberts (Editors) *"Leisure and Lifestyle : an comparative analysis of Free Time"* Sage Publications; London; 1989 ; Page 180

(4) See KAUL, R.N. (1985) *"Dynamics of Tourism : A Trilogy, Vol. I : The Phenomenon"* Appendix I *Manila Declaration on World Tourism"* Sterling Publishers : N. Delhi. pp. XIV +

- (5) *International Tourist* :- The definition currently used for statistical purposes world over was recommended in 1963 by the U.N. Conference on International Travel and Tourism, according to which foreign tourists are "temporary visitors staying at least 24 hours in a country visited and the purpose of whose journey can be classified under one of the following headings :- (a) leisure (recreation, holiday, health, study, religion and sport) (b) business, family, mission, meeting".
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- (7) LANFANT, Marie - Françoise : *op. cit.* page 179.
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- (12) Ron O' Grady quoted in TYLER, C. *op. cit.* page 41.
- (13) PEARCE, D. (1985) "Tourist Development" Longmans : *Indon 1985* (IIIrd edition) pp. IX + 112. See page 53.
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- (15) MURPHY, P.E. : *op. cit.* page 30
- (16) PEARCE, D. : *op. cit.* page 52, 53
- (17) NEGI, JAGMOHAN : *op. cit.* pages 153 and 154.
- (18) BUTLER, R.W. : "The concept of Tourist Area Cycle of Evolution : Implications for management of Resources" *Canadian Geographer*, vol. 14 (1980) page 200.
- (19) MURPHY, P.E. : *op. cit.* page 30
- (20) NEGI, JAGMOHAN : *op. cit.* page 133
- (21) NEGI, JAGMOHAN : *op. cit.* page 140
- (22) NEGI, JAGMOHAN : *op. cit.* page 132
- (23) MURPHY, P.E. : *op. cit.* page 41
- (24) WILLIAM, Peter W. "Evaluating Environmental Impact and Physical carrying capacity of Tourism" in "Travel, Tourism and Hospitality Research : A handbook for Managers & Researchers" J.B. Brent Ritchie and Charles Goeldner (editors) ; John Wiley & Sons : N. York 1987 ; pp. XX + 516. page 385.
- (25) NEGI, JAGMOHAN : *op. cit.* page 58
- (26) CALDWELL, L.K. :- "Political Aspects of Ecologically Sustainable Development" *Environmental Conservation*, Vol. 11(4), (1984), pp. 299-308, page 303.
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- (28) "World Commission on Environment and Development (1987) "Our common future"; Oxford University Press : Oxford pp. XVIII + 382. page 308.
- (29) W.C.E.D. : *op. cit.* page 9
- (30) W.C.E.D. : *op. cit.* page 43
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- (37) CALDWELL, L.K. : *op. cit.* page 305.
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- (40) KAUL, R.N. (1985) "Dynamics of Tourism : A trilogy vol. I The Phenomenon " Sterling Publishers, N. Delhi pp. XIV + 251 . see Appendix I : Manila Declaration; para 5
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- (43) USHA BALA (1990) "Tourism in India : Policy & Perspectives: Arushi Prakashan, N. Delhi. pp. IV + 289, se pages 108-115.
- (44) BUTLER, R.W. : *op. cit.*
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- (50) *USHA BALA (1990) " Tourism in India : Policy and Perspectives", Arush Prakashan; N. Delhi . pp. 289. See pages 146-149.*
- (51) *"TOURISM POLICY OF HIMACHAL PRADESH 1991" Department of Tourism, Government of Himachal Pradesh, Shimla. See Preamble, page 1.*



CHAPTER 2.

INTERNATIONAL TOURISM

Tourism has expanded at a rapid pace after World War II and has become a very important sector of economic activity worldwide. Bulk-Tourism originated in the Western Countries from where it spread to the developing countries. The rapid pace in the expansion of International Tourism is a result of the availability of increasing leisure time, higher standard of living, technological advances in transportation systems and communications, emergence of the new patterns in the world tourist flows as a result of psychological and socio-economic factors related to purchasing power and efforts by various countries in the areas of marketing and promotion of tourist products. The increasing competition amongst nations to tap the tourist potentials has enabled the industrially advanced countries to gain a comparative advantage over the developing world, resulting in a world division of leisure. It is a recognised fact that the developed countries of Europe and North America are the ones which are major receiving areas for International tourism and are therefore, the principal receivers of the economic gains. However, as a result of constant growth of out-bound tourists from the developed nations - The world's major tourist generating countries - The underdeveloped countries in Asia and Africa are getting a share, however meagre, of International tourist arrivals. The major gain to the developing countries is in the form of Foreign Exchange earnings. While for some countries, International tourism receipts amount to a small fraction of foreign exchange earnings for others, such receipts rank as the first or second more important source of foreign exchange(1). Although tourist expenditure contributes to the national income, it should not be considered as net income since a part of the foreign exchange must account for :

- (a) The cost of importing goods and services used by tourists
- (b) foreign exchange costs of capital investment in tourist amenities such as hotels etc.
- (c) payments, due to foreign travel agents, royalties etc.
- (d) promotion and publicity expenditure abroad.

The overall balance of payments contribution of International Tourism varies from one country to other on the basis of the amount of leakages and volume of International tourist Arrivals.

In addition to International tourism, domestic tourism has also shown a

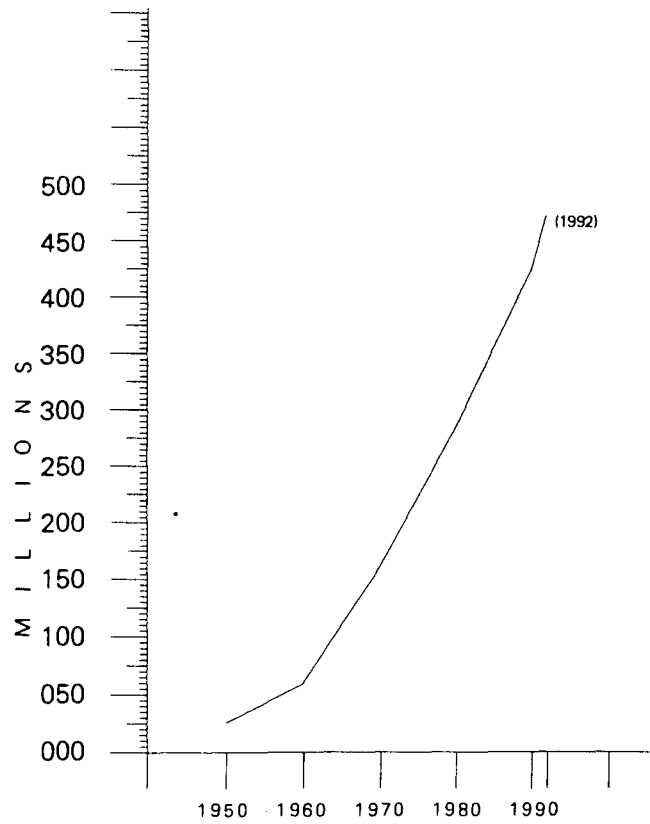
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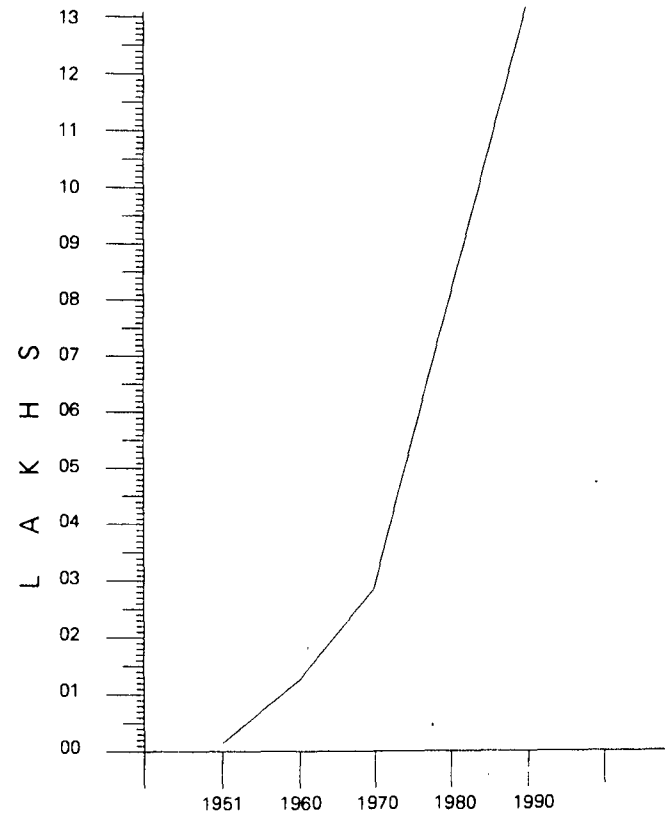
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INTERNATIONAL TOURISM

WORLD TRENDS, 1950-1992



TRENDS IN INDIA, 1951-1990.



remarkable growth. It is estimated that global domestic tourism totals about four times the volume of International tourism(2). But till recently, majority of domestic tourism was concentrated within countries in the developed world but presently many developing countries have begun to generate their own, due to the spread of the leisure ethic worldwide.

INTERNATIONAL TOURISM :-

The number of International tourist arrivals in 1992 was 455 millions. International tourism showed a growth of 58% between 1982 and 1992. The number of International Tourist Arrivals has grown 16 times from 25.2 million in 1950 to 425 million in 1990. International Tourism is the decades since 1950 became a major industry with widespread economic, socio-cultural and environmental aspects. Its growth has been extremely rapid since 1970. There was an increase of 44 million tourist arrivals between 1950 and 1960 ; 90.5 million tourists during 1960 and 1970 ; 125.1 million during 1970 and 1980 and 130 million during 1980-90. (SEE TABLE I)

TABLE NO. I

INTERNATIONAL TOURIST ARRIVALS, 1950-1990

YEAR	TOTAL ARRIVALS (IN'000)	% CHANGE OVER PREVIOUS DECADE
1950	25,282	-
1960	69,296	174.09
1970	159,690	130.44
1980	284,841	78.37
1990	425,000	49.20
1992	455,100	7.08

SOURCE : World Tourism Organisation, 1993

It is estimated that by the end of the century, tourism will replace oil as the world's largest revenue generating industry.

TOURISM RECEIPTS

Along with a rapid increase in the number of international tourist arrivals there has been a simultaneous increase in International Tourism Receipts between 1950 and 1990. From 2100 million U.S. Dollars in 1950, tourist receipts have increased to 2,30,000 million U.S. Dollars in 1990. The receipts have increased 109 times during the same period. Decade-wise increase enduring the same period was, 4767 million U.S. Dollars between 1950-60 ; 11033 million U.S. Dollars between 1960-70; 84463 million U.S. Dollars during 1970-80 and 127637 million U.S. Dollars during 1980-90. (SEE TABLE II)

TABLE NO. II

INTERNATIONAL TOURISM RECEIPTS, 1950-1990

YEAR	TOTAL MILLION (U.S. \$)
1950	2,100
1960	6,867
1970	17,900
1980	102,383
1990	230,000

SOURCE: W.T.O. 1990

According to World Tourist organisation estimates, Tourism contributes 12% of World's Gross National Product (G.N.P.) and constitutes 5% of World Trade. It creates 100 million jobs worldwide and 1 in every 5 workers is employed in tourism(3).

REGIONAL DISTRIBUTION :-

Tourism patterns of Growth according to regions indicate that tourism remains a first world phenomena. 2/3d of international tourist arrivals are concentrated in 20 most industrialised countries and 90% of world travel market is in the developed countries. Europe accounts for 60% of world travel market. U.S.A. with 21% is the largest single travel market in the world. Data on Region-wise Arrival of International Tourists, indicate that in

1987 Western Europe received 83.5 million i.e. 23.31 % share of world total, followed by North America with 43.8 million tourists i.e. 12.22% share of the world total. (SEE TABLE III)

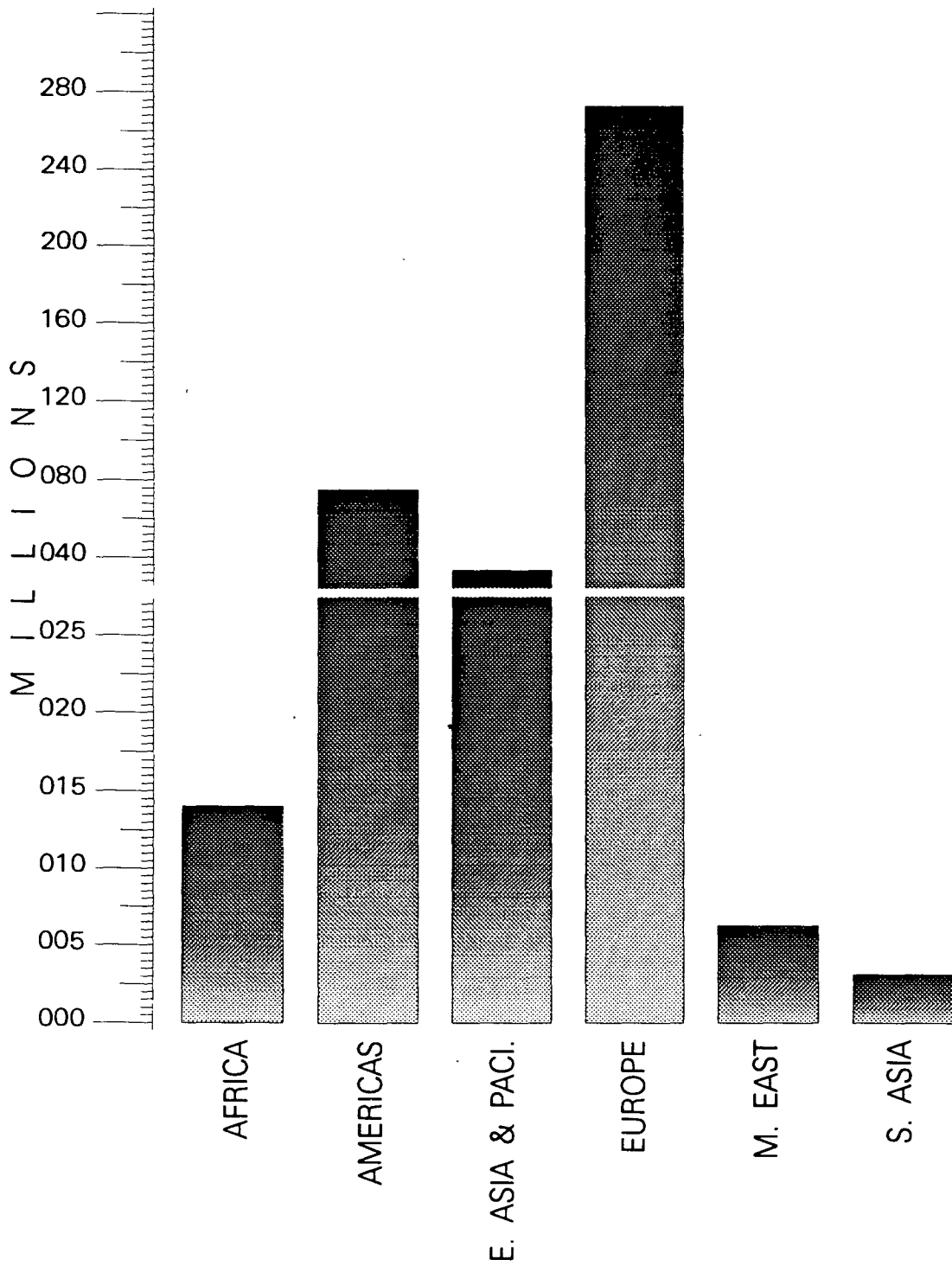
TABLE NO. III

REGION WISE ARRIVAL OF INTERNATIONAL TOURISTS, 1987

REGIONS	ARRIVALS IN THOUSANDS	SHARE OF WORLD TOTAL (%) 1 9 8 7
<u>WORLD</u>	<u>388,659</u>	<u>100.0</u>
<u>AFRICA</u>	<u>010,108</u>	<u>02.82</u>
EAST AFRICA	001,941	00.54
MIDDLE AFRICA	000,274	00.08
NORTH AFRICA	004,975	01.39
SOUTHERN AFRICA	001,526	00.42
WEST AFRICA	001,392	00.39
<u>AMERICAS</u>	<u>067,774</u>	<u>18.89</u>
NORTH AMERICA	043,830	12.22
CENTRAL AMERICA	006,750	01.88
SOUTH AMERICA	007,782	02.17
CARIBBEAN	009,410	02.62
<u>EAST ASIA AND THE PACIFIC</u>	<u>035,043</u>	<u>09.94</u>
<u>EUROPE</u>	<u>233,926</u>	<u>64.00</u>
EAST EUROPE	040,611	11.36
NORTH EUROPE	022,439	06.36
SOUTHERN EUROPE	085,976	23.91
WEST EUROPE	083,595	23.31
<u>MIDDLE EAST</u>	<u>008,310</u>	<u>02.32</u>
<u>SOUTH ASIA</u>	<u>002,892</u>	<u>00.81</u>

SOURCE : W.T.O. Yearbook of Tourism Statistics, 1988

INTERNATIONAL TOURIST ARRIVALS BY REGIONS, 1990.



In 1990 the European continent received 271.3 million tourists i.e. 63.7% of world total followed by Americans which received 19.7% of all tourists. The developing countries share was very small despite having remarkable growth of International Tourism during 1980-1990. In 1990, the African Continent received 14 million tourists i.e. 3.3% share of world total and its arrivals doubled during 1980 and 1990. East Asia and the Pacific received 46.5 million tourists in 1990 i.e. 10.9% of world total. Tourist Arrivals more than doubled between 1980 and 1990. The middle East Region received 6 million tourists i.e. 1.41% of world total in 1990. South Asia had 3.3 million international visitors in 1990 and contributed a meagre 0.77% of world total international tourists. (SEE TABLE IV)

TABLE NO. IV

INTERNATIONAL TOURIST ARRIVALS BY REGION, 1950-1990
(in millions)

YEAR	AFRICA	AMERICA	EAST ASIA /PACIFIC	EUROPE	MIDDLE EAST	SOUTH ASIA
1950	0.50	07.4	-	016.8	-	-
1960	1.00	16.7	-	050.1	-	0.2
1970	2.80	36.6	-	112.0	-	0.9
1980	7.00	53.7	20.0	196.0	5.8	2.3
1990	14.0	84.0	46.5	271.3	6.0	3.3

SOURCE : World Tourism Organisation, 1991

The world's top 15 international tourist destinations contain 11 countries from Europe, 3 from North America and 1 from Asia. According to World Tourist Organisation statistics, France with 55.7 million international

tourist arrivals in 1991, ranks first among the top 15 international tourist destinations. it contributes 12.25% of world's tourist arrivals. In 1985, France received 36.7 million tourists (11.15%). Between 1985-1991 it has achieved an Average Annual Growth Rate of 7.9%. The Fastest Average Annual Growth Rate between 1985-1991 has been achieved by Hungary. It received 21.8 million in 1985. Its Average Annual Growth Rate between 1985 and 1991 was 14.45% China, Portugal, Czechoslovakia and U.S.A. are other nations which achieved a high average annual growth rate of 9% between 1985 and 1991. (SEE TABLE NO. V) .~~104~~

TABLE NO. V

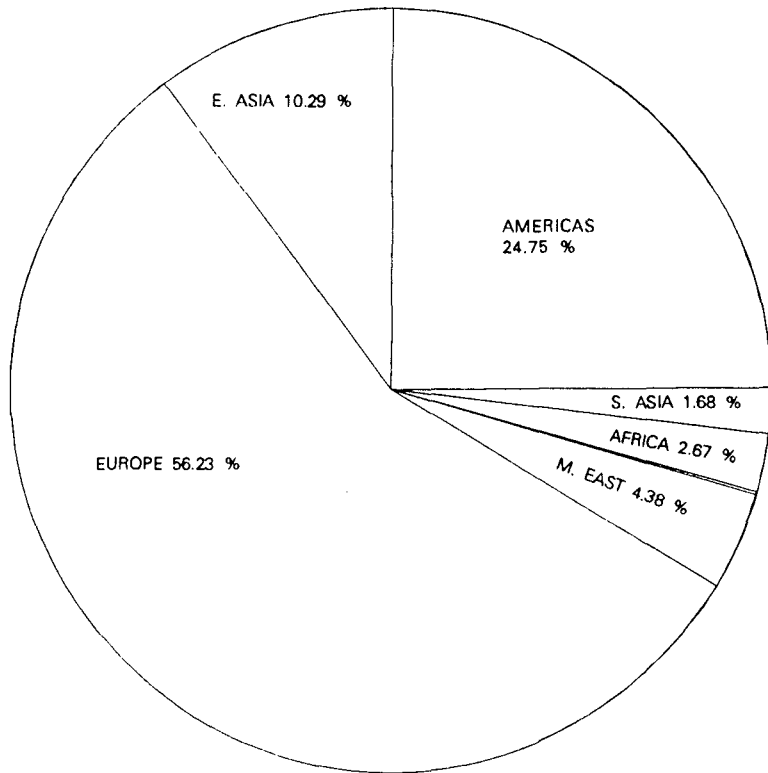
INTERNATIONAL TOURIST ARRIVALS : WORLD'S TOP 15 DESTINATIONS 1991

RANK 1991	COUNTRY	TOURIST ARRIVALS IN MILLIONS 1991	% SHARE OF ARRIVALS WORLDWIDE	RANK 1985	TOURIST ARRIVALS IN MILLIONS 1985	% SHARE OF ARRIVALS WORLDWIDE	AVERAGE ANNUAL GROWTH RATE 1985 - 91
1.	FRANCE	55.7	12.5	1	36.7	11.25	7.19
2.	U.S.A.	42.7	9.39	3	25.4	07.71	9.04
3.	SPAIN	35.3	7.77	2	27.4	8.34	4.29
4.	ITALY	26.8	5.90	4	25.0	7.60	1.16
5.	HUNGRY	21.8	4.80	11	09.7	2.95	14.45
6.	AUSTRIA	19.1	4.20	5	15.1	4.60	3.91
7.	U.K.	16.6	3.66	6	14.4	4.38	2.41
8.	MEXICO	16.5	3.64	9	11.9	3.61	5.65
9.	GERMANY	15.6	3.44	8	12.6	3.85	3.56
10.	CANADA	14.9	3.29	7	13.1	4.00	2.18
11.	SWITZER LAND	12.6	2.77	10	11.9	3.61	0.96
12.	CHINA	12.4	2.74	12	07.1	2.16	9.75
13.	PORTUGAL	8.6	1.90	14	04.9	1.51	9.62
14.	CZECHO- SLOVAKIA	8.2	1.80	15	04.8	1.48	9.08
15.	GREECE	8.0	1.77	13	06.5	1.99	3.40

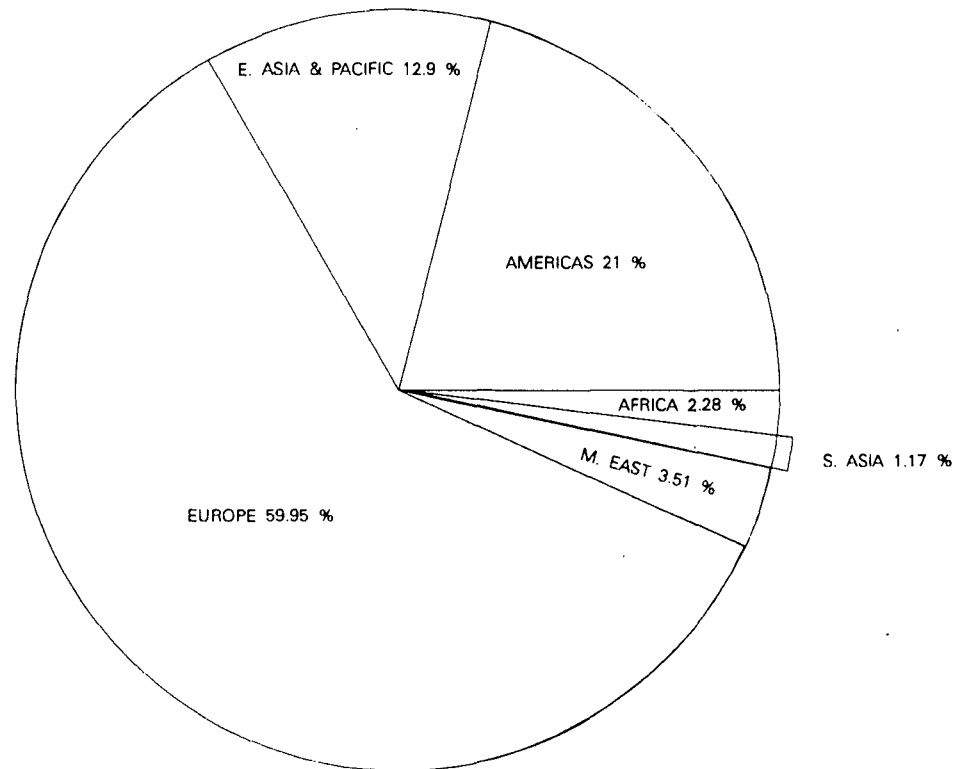
SOURCE : "TOURISM IN 1992" : Highlights" W.T.O. Publication, Madrid, Spain, January 1993.

Regionwise International Tourism Receipts 1983 & 1987.

1 9 8 3



1 9 8 7



REGION WISE INTERNATIONAL TOURISM RECEIPT :-

Region-wise statistics for International tourist receipts show that Europe and America contribute 80% share of the world's total, whereas Middle East, Africa and South Asia contribute a meagre 7% of International tourist receipts. Western Europe (24.27%), Southern Europe (22.50%), North America (12.17%) and Northern Europe (10.97%) are the four most significant receivers of economic benefits of International tourism, receiving 1,11417 million U.S. Dollars or 70% if world's total share. (SEE TABLE VI)

TABLE NO. VI

REGION WISE INTERNATIONAL TOURISM RECEIPTS (IN MILLION US DOLLARS)

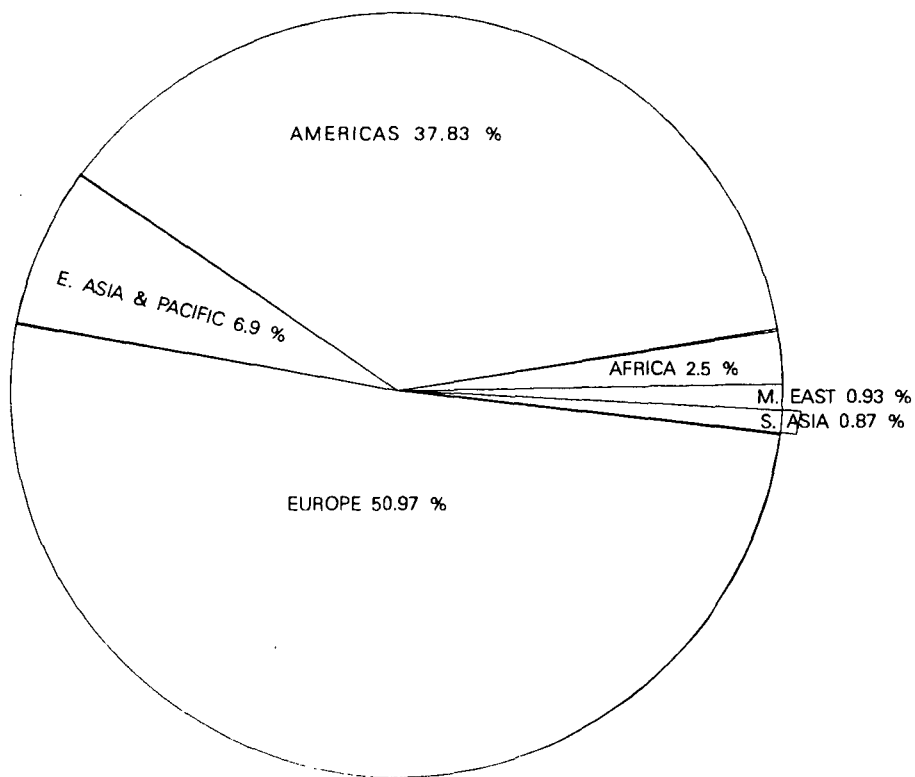
AREA	RECEIPTS IN MILLION US DOLLARS 1983	RECEIPTS IN MILLION US DOLLARS 1987	AVERAGE ANNUAL RATE OF INCREASE 1983-87	SHARE OF WORLD TOTAL % 1983	SHARE OF WORLD TOTAL % 1987
WORLD	98475	158714	12.7%	100%	100%
AFRICA	2632	3619	8.3	2.67	2.28
AMERICA	24374	33329	8.1	24.75	21.00
EAST ASIA AND PACIFIC	10134	19180	17.3	10.29	12.09
EUROPE	55367	95147	14.5	56.20	59.95
MIDDLE EAST	4315	5572	6.6	4.38	3.51
SOUTH	1653	1857	3.0	1.68	1.17

SOURCE : W.T.O. Yearbook of Tourism Statistics - 1988

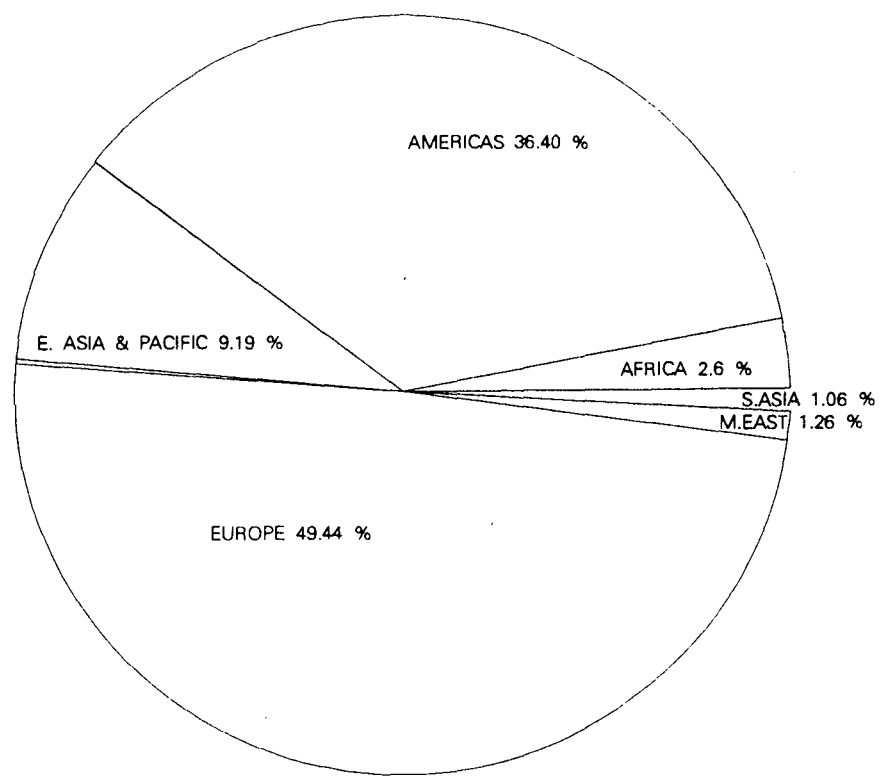
Highest Average Annual rate of increase for the period 1983-1087 was for the East Asia and the Pacific region, which has 17.3% increase, followed by Europe (14.5%), America (8.1%), Africa (8.3%), Middle East (6.6%) and South Asia (3%).

Region-wise Distribution Of Accomodation Capacity, 1983 & 1987.

1983



1987



REGION-WISE ACCOMMODATION CAPACITY : -

The Growth of International tourism, has brought about a suprt in tourist business establishments like hotels etc. but the developments in this regard are also skewed in favour of Developed Nations which are also the major tourist generating and receiving countries. Between 1983 and 1987, around One million Hotels and similar establishments have been added. Europe, including Israel, alone has 49.44 % of hotels and similar establishments, followed by Americas (36.40 %), East Asia and Pacific (9.19 %), Africa (2.6 %), Middle East (1.26 %) and South Asia (1.06 %) (SEE TABLE VII).

TABLE NO. VII

REGION-WISE INTERNATIONAL ACCOMMODATION CAPACITY

REGIONS	NUMBER OF ROOMS 1983	NUMBER OF ROOMS 1987	SHARE OF WORLD TOTAL (%) 1983	SHARE OF WORLD TOTAL (%) 1987
WORLD	9473131	10110764	100%	100%
AFRICA	236247	264564	2.49%	2.6
AMERICAS	3584598	3680852	37.83%	36.40
EAST ASIA & THE PACIFIC	653599	929848	6.91	9.19
EUROPE	4828292	4999672	50.97	49.44
MIDDLE EAST	88444	128229	0.93	1.26
SOUTH ASIA	81951	107599	0.87	1.06

SOURCE :- W.T.O. Yearbook of Tourism Statistics - 1988

Canada, U.S.A., South and Western Europe and North Africa are the regions of highly developed Accommodation capacity. The hotel market is dominated by American Multi-National Corporations who account for 13 of the top 20 operators owned 13,813 hotels worldwide(4).

It is discernible from the statistics of International Tourist Arrivals, Receipts and Accommodation capacity that there is a wide gap in the amount of comparative economic advantage of international tourism between the developed and the developing nations. One reason for this

is that the nationals of most of the developing countries can not afford to travel even domestically 80% of all international travelers, belong to just 20 countries (TABLE VIII)

TABLE NO. VIII

PER-CAPITA SPENDING ON TOURISM, SELECTED COUNTRIES, 1992

SELECTED COUNTRIES	U.S. DOLLARS
NEW ZEALAND	392.6
U.K.	332.9
CANADA	316.6
AUSTRALIA	240.9
U.S.A.	154.6
MEXICO	62.4
TUNISIA	22.1
THAILAND	15.3
MOROCCO	7.3
INDIA	0.5
CHINA	0.4

SOURCE :- World Tourism Organisation, 1992

ALSO :- The New Internationalist "TOURISM" July, 1993 , vol. 18 page 19.

shows Per-Capita spending on tourism in selected countries in 1992. New Zealand Nationals spend on an average 392.6 U.S. Dollars, followed by U.K. (332.9 Dollars), Canada (316.6 Dollars), Australia (240.9 Dollars) and U.S.A. (154.6 Dollars). Per-Capita spending on tourism in China is 0.4 U.S. Dollars and in India it is 0.5 U.S. Dollars. This is the main reason for flourishing international tourism markets in the devel-

oped nations. Whatever little international tourism brings into developing countries as economic gains through Foreign Exchange earning “leaks” in substantial amounts back to the developed nations. As very few developing countries can meet the sophisticated tourist demands internally, They have to rely on the developed nations. It is estimated that as much as 55 % of Kenyan Earnings 60 % of Thailand 40 % of Nepal and 30 % of Srilankan earnings from International tourism return into developed countries as leakages. The problems in the developing countries are compounded further by mismanagement and neglect shown towards tourism as an industry.

INTERNATIONAL TOURISM IN INDIA :-

Tourism as we understand today is a term of relatively modern origin in Indian Context. There are numerous accounts of some foreign travellers who visited India, notable among them Alexander, Vasco-da-Gama, Huien Tsang and Fahien. The reasons for their visit were different. Some came to conquer, some for pleasure, trade or Knowledge. India, because of its rich cultural traditions, historical background and diversity of geographical conditions has enormous tourist resource potential. Ever since independence, International tourism was neglected in India. The first major effort to promote this industry was launched with the announcement of 1991 as the “VISIT INDIA” year. The enormous tourist resources have been commercialised and tourism has been declared as an Industry which offers a product of marketing.

TRENDS

Although India is a major International tourist destination in South Asia but her share in world tourist arrivals is very meagre. The tourist data shows that the number of foreign tourists arriving in India has registered a phenomenal growth over the past 40 years rising from 16,829 arrivals in 1951; 1,23,095 arrivals in 1960; 2,80,821 arrivals in 1970; 8,00,150 arrivals in 1980 and 13,29,950 arrivals in 1990. Except for the years 1984 and 1990, There had always been a visible growing tendency (TABLE IX).

TABLE NO. IX

INTERNATIONAL TOURIST ARRIVALS IN INDIA

YEAR	ARRIVALS
1951	16,829
1960	1,23,095
1970	2,80,821
1980	8,00,150
1990	13,29,950

NOTE :- This data does not include the nationals of Pakistan and Bangladesh.

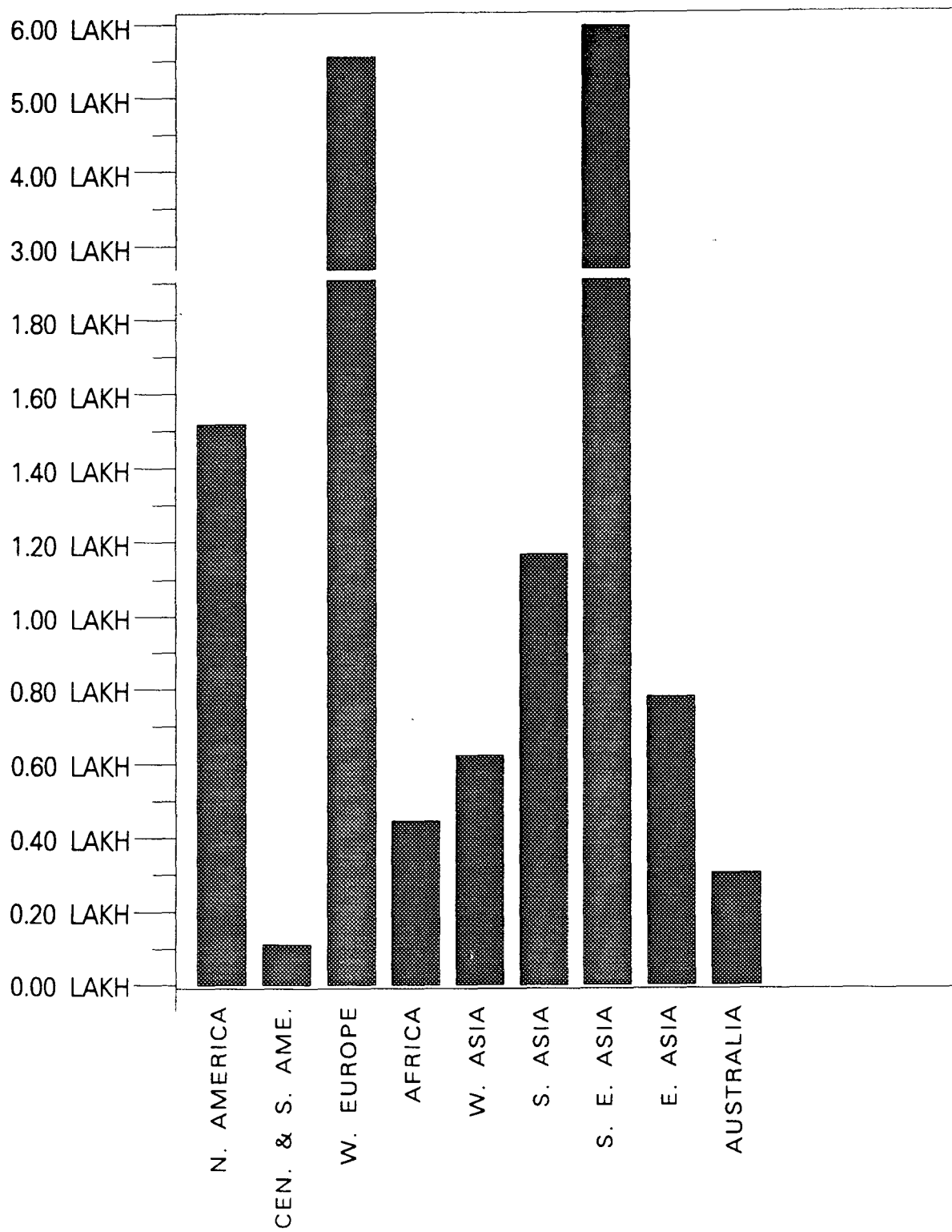
SOURCE :- Blue Supplement "Monthly Commentary" "Socio - Economic benefits of Tourism Development in India" vol. XXXII No. 10 June 1991, page III.

In 1992, there were 18,67,652 International tourist arrivals in India.

India has several attracting resorts for International tourists. Most of them are situated in few cities like Jaipur, Delhi, Bombay, Agra, Madras, Calcutta, Varanasi, Srinagar, Bangalore, Khajuraho, Tiruchirapally, Goa, Patna, Mysore, Aurangabad, Cochin, Madurai and Udaipur. Delhi the capital city had estimated arrivals of 10 lakh international tourists in 1990. Bombay received an estimated 6 lakhs. Delhi and Bombay being the major landing stations, it is from here that tourists disperse into various directions using different modes of transport.

Statistics for International Tourist Arrivals in India, according to the regions they belong, reveal that Western Europe is the top-most tourist generating region contributing 5,14,541 tourists in 1991 and represents more than 30 % of the total international tourist traffic in India. North America which covers U.S.A. and Canada, occupies the second position with 1,53,508 tourists in 1991 having the share of 9 % of the total. South Asia with 1,18,530 tourists contributes 7 % of total tourist arrivals in

REGIONWISE INTERNATIONAL TOURIST ARRIVALS IN INDIA, 1991



India. South East Asia contributes 35.20 % of total tourist arrivals in India (TABLE X).

TABLE NO. X

REGION-WISE INTERNATIONAL TOURIST ARRIVALS IN INDIA, 1991

REGION	ARRIVALS IN 1991	% SHARE OF TOTAL INT.TOURIST ARRIVAL
NORTH AMERICA	153502	9.15
CENTRAL AND SOUTH AMERICA	11,819	0.71
WESTERN EUROPE	514541	30.67
AFRICA	46,073	2.74
WEST ASIA	62,127	3.71
SOUTH ASIA	118,530	7.06
SOUTH-EAST ASIA	590,621	35.20
EAST ASIA	78,966	4.71
AUSTRALIA	30535	1.82
TOTAL ARRIVALS IN INDIA	16,77,508	

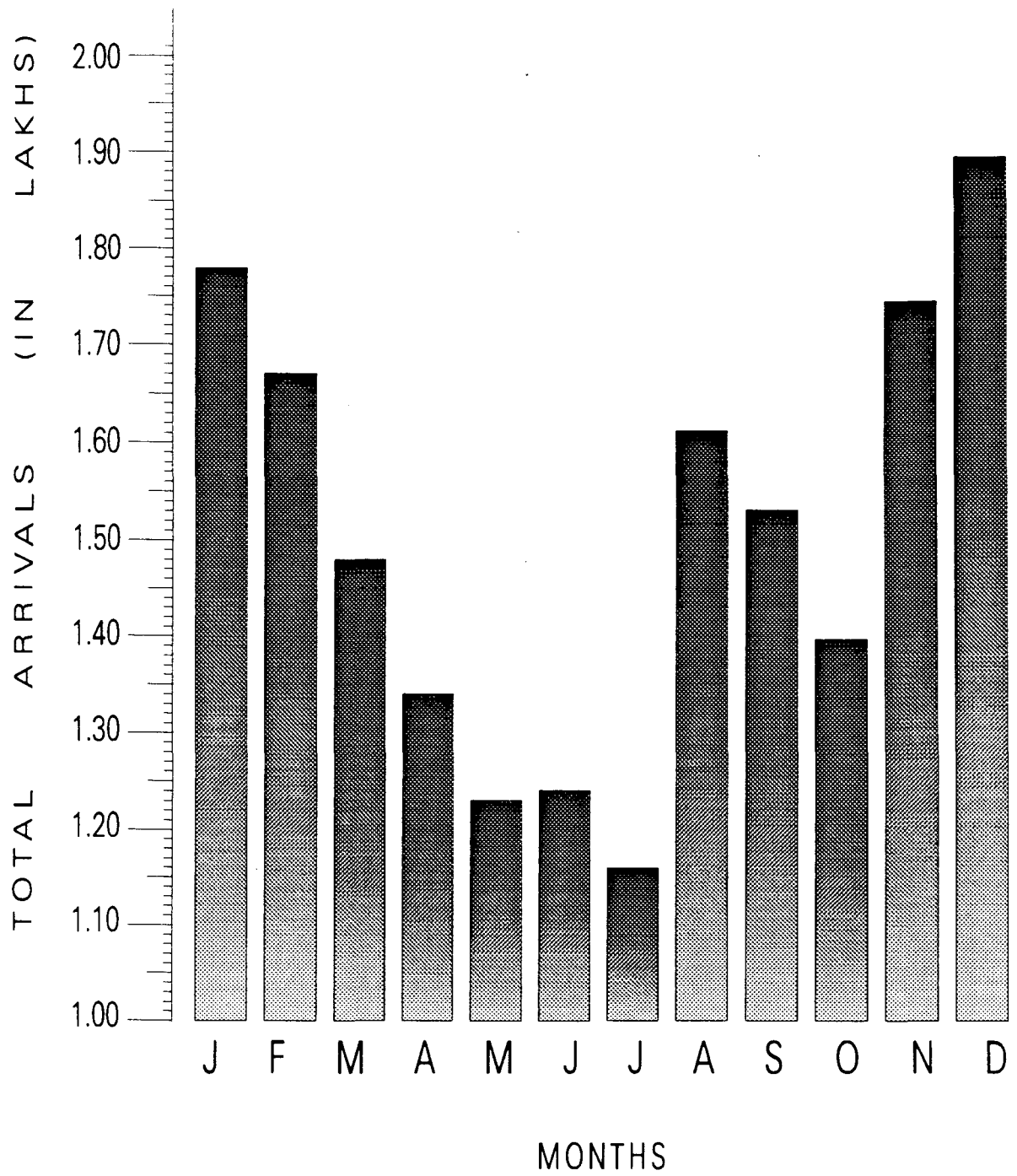
NOTE : - Arrivals include stateless Tourists.

SOURCE :- ECONOMIC TIMES (Ahmedabad Edition) February 4, 1993, page 17.

ALSO : - International Journal of Management and Tourism, vol. I, No. 4, April-June, 1993 page 448.

Country-wise data for tourist arrivals in India, indicates that U.S.A., U.K., Germany, France, Canada, Italy and Persian Gulf tourists account for 41.29 % of total international tourists arrival in India in 1992. Another 47

MONTHLY ARRIVALS OF INTERNATIONAL TOURISTS IN INDIA, 1992



% is shared Pakistan, Bangladesh, Thailand, Saudi Arabia, Kenya, Nepal, South Africa, Iran, Spain, Australia, Singapore, Malaysia, Sri Lanka, Afghanistan, Erstwhile, U.S.S.R., Switzerland and Holland(5).

Tourist arrivals in India are subject to varied weather conditions. It has been observed that tourist arrivals in India are higher in winter months i.e. October - December and January - March, than in summer months as is evident from the (TABLE XI).

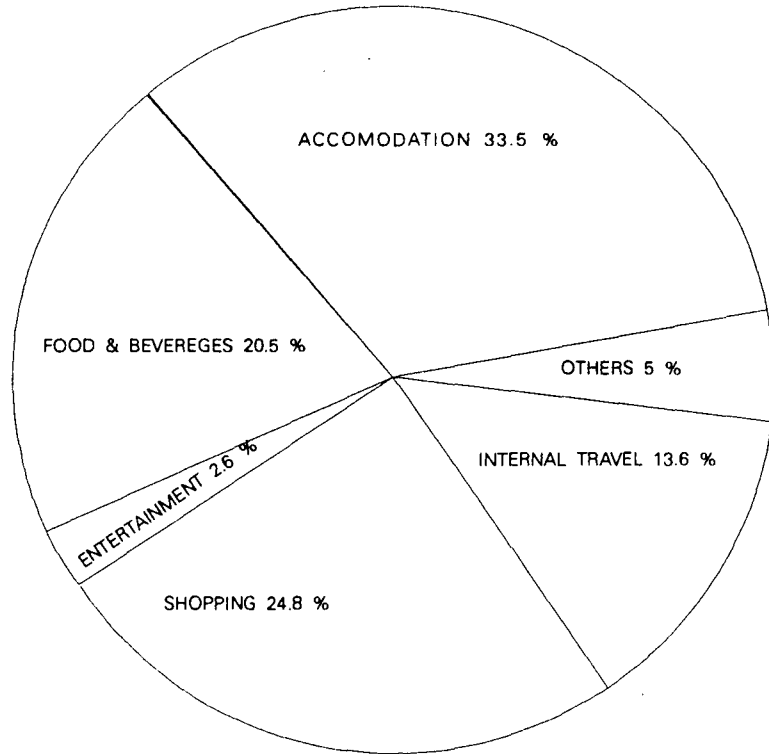
TABLE NO. XI

MONTHLY ARRIVALS OF INTERNATIONAL TOURISTS IN INDIA, 1992

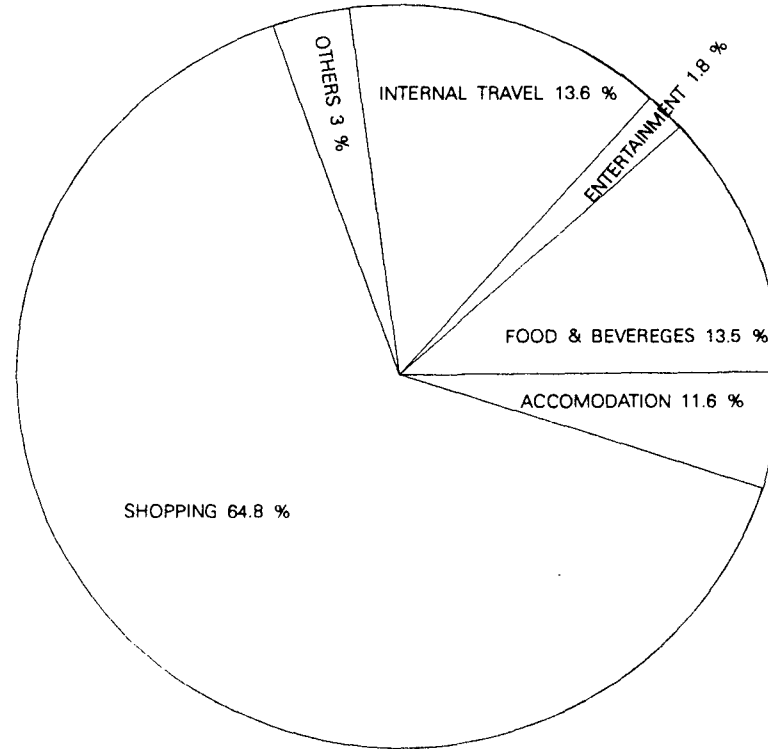
MONTHS	TOTAL ARRIVALS	% SHARE OF TOTAL
1992	1992	ARRIVALS 1992
January	177475	9.51
Feburary	167268	8.96
March	148559	7.96
April	134895	7.22
May	123446	6.62
June	124385	6.66
July	160971	8.61
August	153529	8.20
September	139746	7.48
October	174622	9.34
November	189573	10.16
December	173182	9.28
TOTAL	1867652	100.00%

Percent Distribution Of Expenditure By International Tourists In India, 1991.

Non-Package Tourists



Package Tourists.



SOURCE :- Department of Tourism, Ministry of Tourism and Civil Aviation, Government of India, 1993.

The table shows that tourists prefer to visit India in colder season, than in Hot Summers and Rainy Monsoons.

Tourist Attraction has been the prime motive of International Tourists to visit India, followed by business motive. According to a study conducted by N.C.A.E.R., sight seeing has been the top most purpose reported by 40 % of foreign tourists. Pleasure has scored the second place, stated by 28 % of tourists. Pilgrimage, study and visiting friends and relatives etc. contribute 32 % of motivation.

Statistics for percent distribution of Expenditure, Pattern by Foreign Tourists show that 33.5 % amount was spent on Accommodation by non-package tourists and only 11.6 % by package tourists. However, the package tourists spent 64.8 % amount on shopping whereas 24.8 % was spent by non-package tourists (TABLE XII)

TABLE NO. XII

PERCENT DISTRIBUTION OF EXPENDITURE BY INTERNATIONAL TOURISTS

ITEMS OF EXPENDITURE	PERCENT EXPENDITURE	PERCENT EXPENDITURE
	(NON-PACKAGE TOURISTS)	(PACKAGE TOURISTS)
ACCOMMODATION	33.5%	11.6%
FOODS & BEVERAGES	20.5	13.5
ENTERTAINMENT	02.6	01.8
SHOPPING	24.8	64.8
INTERNAL TRAVEL	13.6	05.3
MISCELLANEOUS	05.0	03.0

SOURCE :- Economic Times, September 19, 1991, Page 6.

There has been a remarkable increase since early eighties in Accommodation amenities available for the tourists. In 1990 there were 694 hotels as compared to 425 in 1983. The number of Rooms have increased from 30,799 in 1983 to 44,405 rooms in 1990, 22,000 rooms more have been planned, which will raise the availability to 65,000 rooms. But there will be a shortage of 35,000 rooms by the end of the century unless more investors are persuaded to put their money, Through incentives in terms of suitable land, fiscal relief and elimination of multiplicity of regulatory mechanisms.(6).

The Foreign Exchange earnings from international tourism which were estimated as Rs. 1063 crores in 1981, increased to Rs. 1189 crores in 1985, Rs. 1856 crores in 1987, Rs. 2456 crores in 1989 and Rs. 2444 crores in 1990.

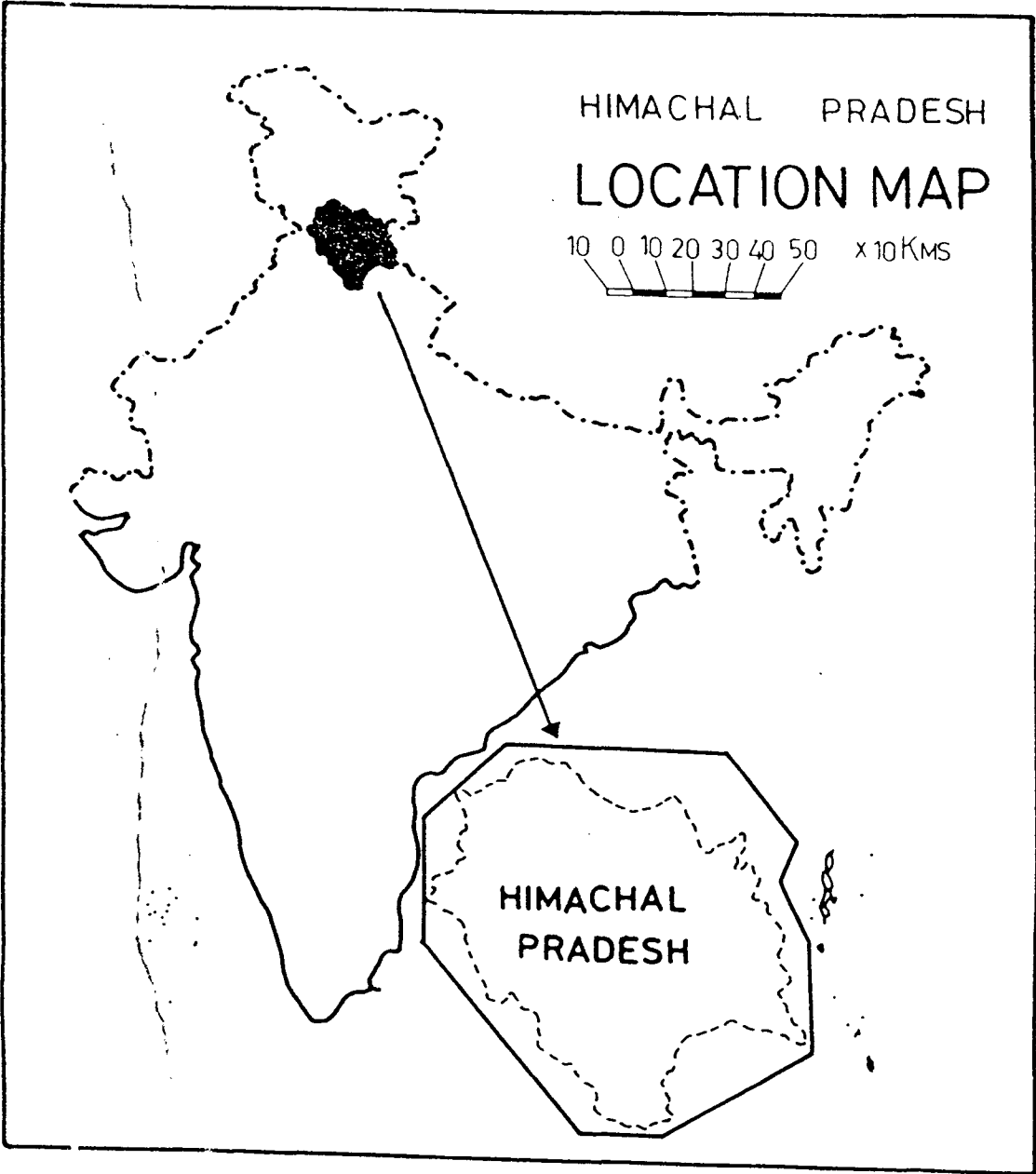
CONCLUSION

The foregoing description of International tourism, shows that, tourism is a major world-wide phenomena. It has become an integral part of the world economic, social and environmental development. However, all through its growth and development, tourism has remained a first world phenomena. The benefits of tourism go mostly to advanced countries, whereas, the cultural and ecological costs are borne by the lesser developed countries. India, due to its abundant tourist resources is a major destination in South Asia. It share of world tourism is meagre. Although India has shown a rapid growth of International tourism but it lags behind many other third-world countries in International tourist arrivals. The future prospects of International tourism in India will depend on the way the tourist product is developed, promoted, marketed and on the political stability and economic atmosphere of the country as a whole.

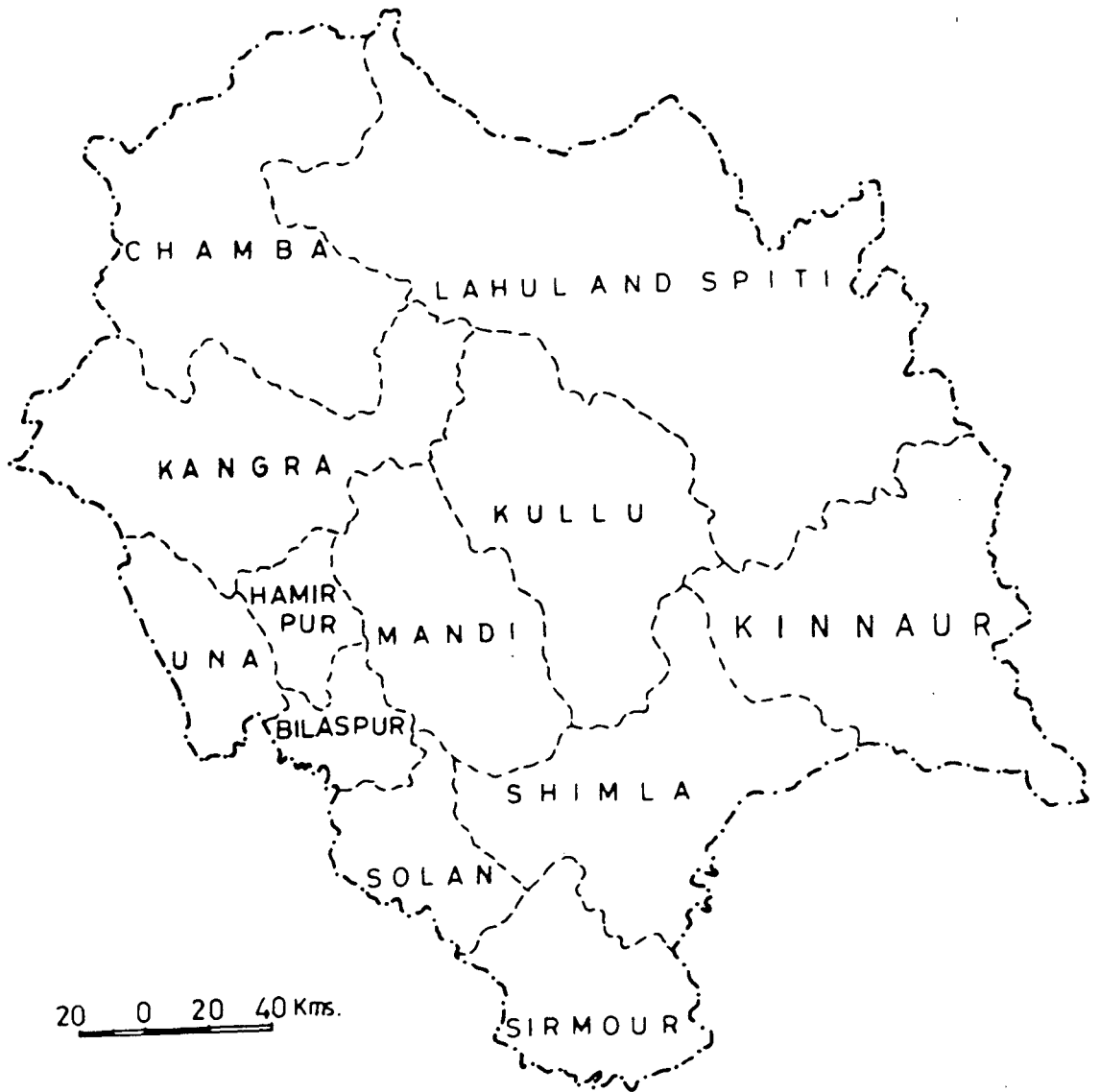
FOOTNOTES : -

- (1) HINNAWI, ESSEM EL AND HASHMI, MANZUR UL - HAQUE (Editor) (1982) "Global Environmental Issues : U.N.E.P.", CHAPTER IX "Tourism and the Environment". TYCOOLY INTERNATIONAL PUBLISHING LIMITED DUBLIN ; pp. VIII + 236, page 225.
- (2) HANNAWI ESSEM EL AND HASHMIop. cit page 224.
- (3) TYLER, C. "Destructive side of Tourism, Worldwide" Geographical, vol. 61 (19), Oct. 89, p. 38-43, page 38.
- (4) The New Internationalist, " Tourism" Theme Issue, July 1993, p. 18.
- (5) Monthly Abstracts of Statistics, June 1993, page 47-49.

(6) *"SOCIO-ECONOMIC Benefits of Tourism Development in India" Monthly commentary ; Blue Supplement , vol 32, (10) (383) ; June 1991 , pages 2 and 6.*



HIMACHAL PRADESH
ADMINISTRATIVE DIVISIONS



20 0 20 40 Kms.

CHAPTER 3.

WESTERN HIMALAYAS

As Tourism is a location specific activity, a geographic approach to its analysis is an important part of tourism research. The geographic approach to Sustainable Tourism Development attempts to examine and explain, using the concepts of space and place, the type of population-environment interactions and their impact vis-a-vis the general development process.

Tourism Potential of an area depends upon certain inter-related factors such as climate, physical conditions, attractions, access, land tenure and use, constraints and incentives and other factors such as cost of labour, political stability etc. The importance of any one of these factors will depend on the type of tourism development and scale of analysis. For the optimum utilisation of the tourist potential in an area a particular degree of Infrastructure development is required. The Infrastructure requirements further depend upon the social and economic developmental level of the area which means that Tourism be developed in line with the developmental needs of the area. As Tourism as an Industry is not unreservedly beneficial and costs and benefits are part of the tourism development, there is a strong need to exercise caution in its planning in order to ensure maximum benefits at minimum cost to the environment. In envisaging a sustainable tourism development it is imperative the objectives of the sustenance of resource potential and maintenance of minimum level of Infrastructural arrangements are in harmony.

WESTERN HIMALAYAS :- TOURISM RESOURCE

Western Himalayan region, comprising Jammu and Kashmir and Himachal Pradesh states, has a complex geo-cultural environment. This mountainous region has influenced the physical and climatic conditions of the plains below. On the other hand, people of surrounding regions have culturally influenced the Western Himalayas. Western Himalayan Region abounds in rich natural resources. Its landscapes, scenic beauty, healthy climate, rich flora and fauna and cultural heritage - in combination are attractive to various tourist types. The region offers opportunities for development of a variety of activities in which tourists belonging to different age groups and having different tastes can engage themselves. In Jammu-Kashmir, areas of high tourist potential are Kashmir valley, Kishtwar, Zaskar, Kargil, and Ladakh. In Himachal Pradesh, which is the focus of present study, Lahaul-

HIMACHAL PRADESH PLACES OF TOURIST INTEREST



spiti, Kinnaur, Shimla Hills, Kangra valley, Kullu-Manali, Dhauldhhar Range, Sirmaur and Chamba - Dalhousie - Bharmaur have abundant tourist attractions in the form of snow-covered mountains, holy lakes, hot water springs, pilgrimage sites, ski-slopes, trekking routes, hang gliding, water sports, Jeep Safari and traditional Art, Culture and heritage.

Himachal Pradesh (Area 55,673 Sq. Km.) has its borders with U.P., Haryana, Punjab and J & K states of India and International boundary with China. It was declared a full-fledged state with 12 districts from a Union Territory with 'C' class status on 25th January 1971. The whole of the state is a mountainous region interspersed by narrow valleys, fringed by low Shivalik Hills and drained by large rivers and their numerous tributaries. Climatically, the trans-himalayan zone comprising Lahaul Spiti, parts of Kinnaur and Pangi sub-division of Chamba district have severe and long winters whereas the lower himalayan zone has warm summers and cold winters.

Himachal Pradesh has many places of tourist interest like Shimla, Chail, Kasauli, Narkanda, Rampur, Sarahan, Sangla valley, Kalpa, Kinnaur, Paonta Sahib, Renuka, Nahan, Hat Koti, Fossil Park Suketi, Jalouri Pass, Manikaran, Kullu, Manali, Rohtang pass, Kaza, Kaylong, Udiapur, Kunzum Pass, Mandi, Rewalsar, Joginder Nagar, Barot, Bir Biling, Baijnath, Palampur, Dharamshala, McLeod Ganj, Kangra, Chamba, Dalhousie, Khajjar, Pangi valley, Bharmaur, Mani Mahesh, Naina Deviji etc. (SEE MAP)

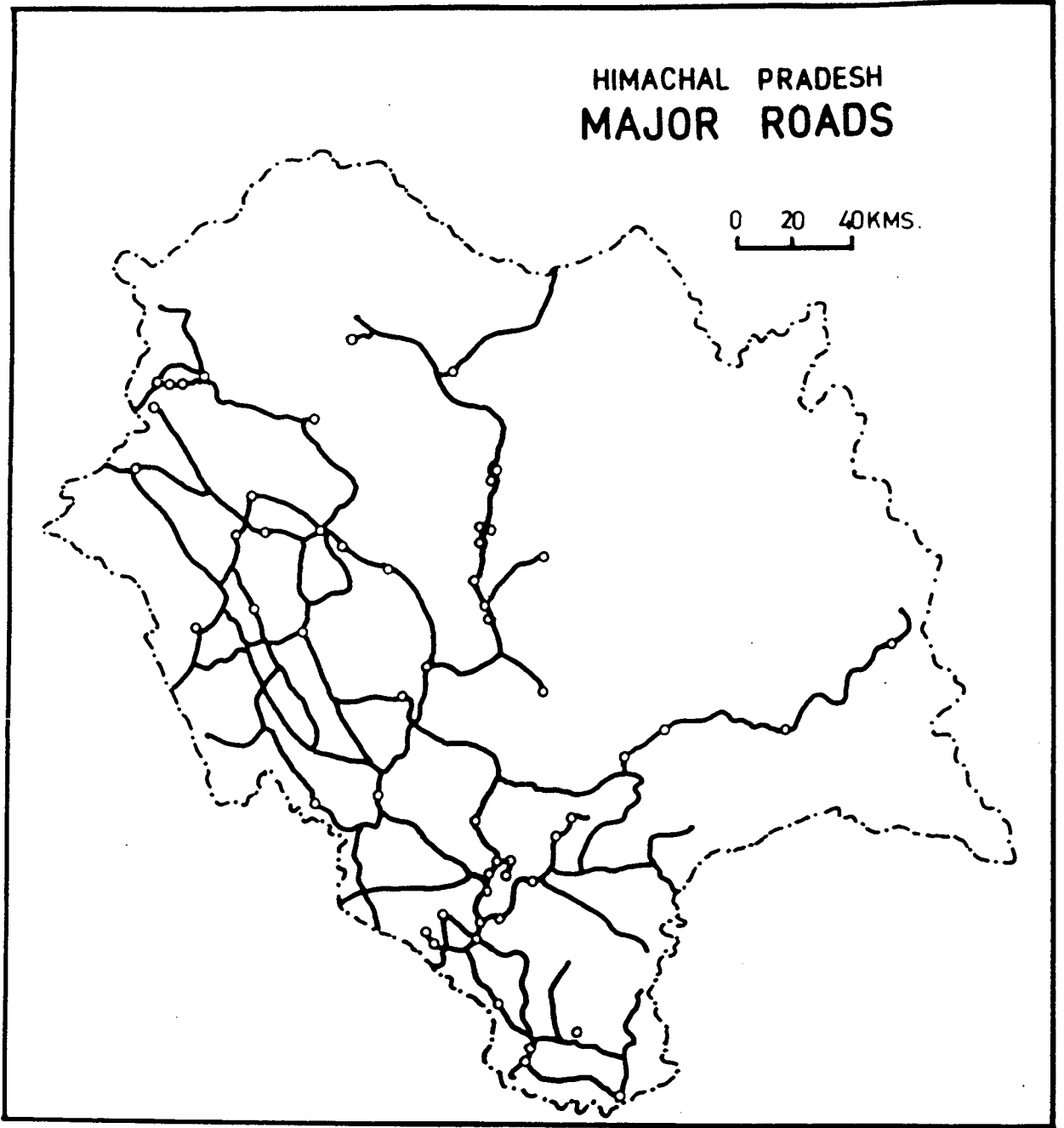
Handicrafts like Woollen Shawls, Kullu and Kinnaur caps, chamba chapels & Rumals, Silver ornaments and wooden articles of Shimla, Woollen cloth and patti of Kullu, Kangra, Kinnaur and Lahaul Spiti are very popular among the tourists.

Himachal Pradesh due to its rich diversity of culture is also known as the land of fairs and festivals and each area has its style of dress, customs and rituals. Some Important fairs and festivals of Himachal are :-

Kullu Dussehra	-	October
Shiva Ratri of Mandi and Baijnath	-	February, March
Minjar of Chamba	-	August, September
ManiMahesh Yatra, Bharmaur	-	August, September
Renuka Fair, Sirmaur	-	November
Lavi Trade Fair, Rampur	-	November
Nalwari Fair, Bilaspur	-	March

HIMACHAL PRADESH MAJOR ROADS

0 20 40KMS.



Himachal Pradesh also has some very old temples and Buddhist Monasteries. Some important religious attraction sites are, Kardang and Shushur Monastery in Lahaul; Dhankar and Tabo Monasteries in Spiti; Jangi and Lippa Monasteries in Kinnaur ; Laxmi Narayan and Mani Mahesh Temples in Chamba district; Hadimba Vashist, Jagatsukh and Ambika Devi temples in Kullu ; Brajeshwari Devi, Chamunda, Jawalamukhi and Shiva temples in Kangra ; and Naina Deviji , Baba Balak Nath and Nahar Singh Temples in Bilaspur.

Rivers, lakes, wildlife and abundant scenic and cultural attractions make possible the development of a variety of tourism activities. Himachal Pradesh has the potential for both, Adventure and Heritage Tourism development for International tourists. As the state has climatic diversity, it is also possible to market tourism throughout the year.

INFRASTRUCTURAL DEVELOPMENT : -

Prior to the Independence of India, the area of Himachal Pradesh was under rule of 21 hill states. At that time, no attention was paid to the economic development and social upliftment of the people of this region. Even the British cared merely for the cantonment towns and hill stations like Shimla, Kasauli, Dagshai, Dalhousie and Sabathu. In other parts of the state, metalled roads which are the lifeline of the economy of an area, were almost absent.

After Independence the planning process has neglected the peculiar socio-economic conditions of the area. Tourism until recently was haphazardly developed at selective sites which in the long run threatens the sustaining capacity of the ecosystem. The development process in the state has neglected developing of facilities and Infrastructure important to tourism(i).

Considering that Himachal Pradesh is still backward in Industrial development, tourism sector is a promising area which can help increase the level of socio-economic well being in the state. Sustainable use of the tourism resources of the state will not only generate additional income and creat employment avenues for the people of state nut also contribute significantly to the well being of our national economy.

At the outset, it is important to outline that Infrastructure needs of the tourism industry can be grouped into two categories :

1. Non-Commercial like Roads, Water, electricity etc.

HIMACHAL PRADESH

DISTRIBUTION OF HOTELS

1992

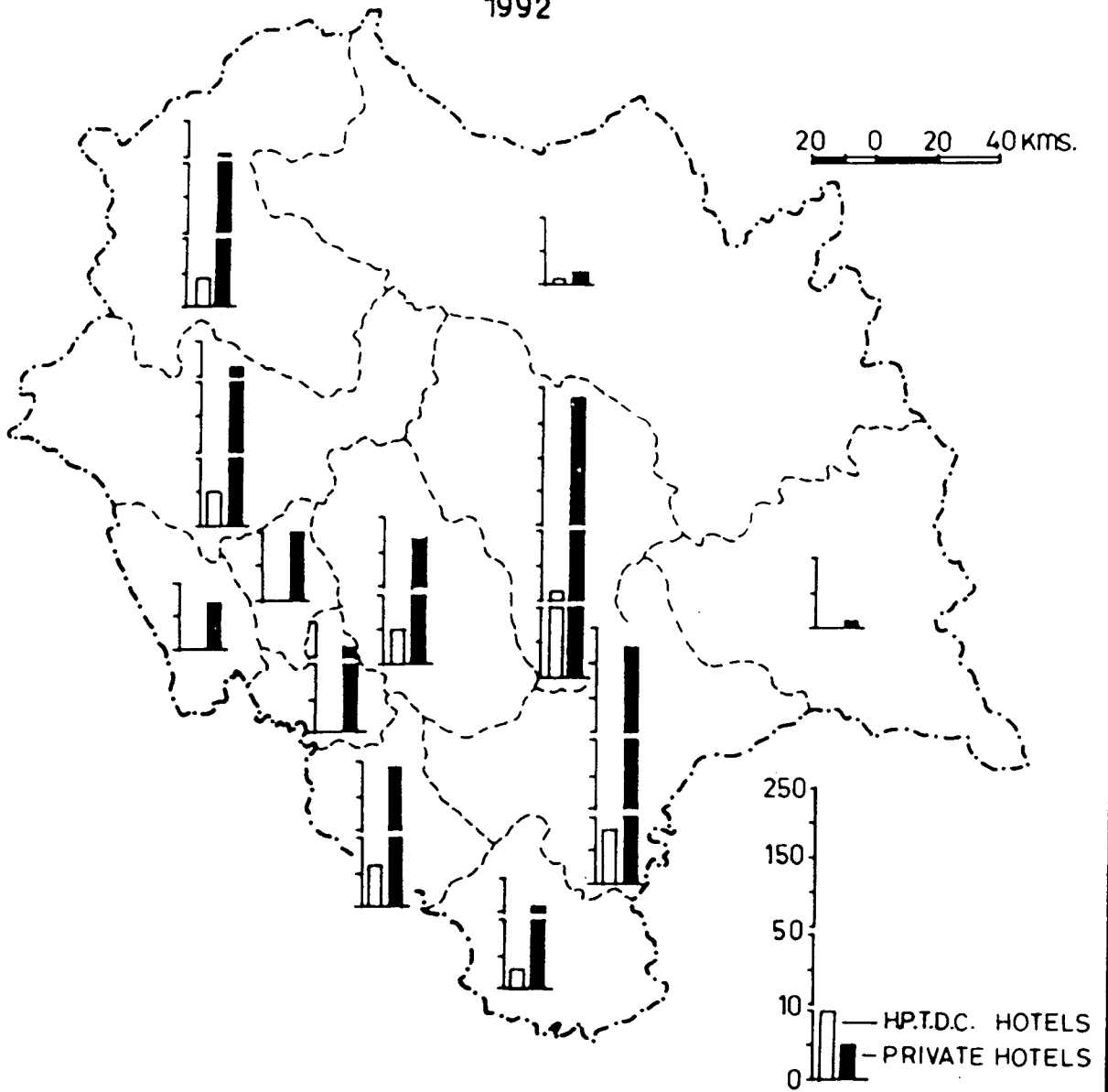


TABLE 1

TOURIST ACCOMODATION CAPACITY

DISTRICT	H.P.T.D.C.			PRIVATE		
	HOTEL	ROOMS	BEDS	HOTELS	ROOMS	BEDS
SHIMLA	08	192	413	171	2292	6088
SOLAN	06	109	235	047	0444	0825
KULLU	16	214	557	236	2689	5683
KANGRA	05	092	219	066	0652	1329
CHAMBA	04	046	108	053	0557	1169
SIRMAUR	03	024	048	013	0083	0165
MANDI	05	046	130	039	0311	0649
LAHAUL-SPITI	01	004	011	002	0007	0017
HAMIRPUR	00	000	000	010	0079	0155
BILASPUR	00	000	000	018	0089	0159
UNA	00	000	000	007	0055	0125
KINNAUR	00	000	000	001	0005	0015
TOTAL	48	727	1721	663	7263	16379

Source: Department of Tourism, H.P.

2. Commercial like provision of accommodation facilities, development of resorts etc. whereas the former are to be developed as part of general development plans, the needs in the later category are specific and vital to tourism sector and as such special schemes and incentives must be granted to the private developers.

Tourist Accommodation capacity is an ideal indicator of the level of Infrastructural development in any destination. In the twelve districts of Himachal Pradesh there are 711 hotels with 7990 Rooms and 18100 Bed capacity. These are not homogeneously spread over space and their exist regional disparities in the provision of tourist accommodation facilities (SEE TABLE I)

Shimla, Kullu, Kangra and Chamba districts have more than 2/3rd of Himachal Pradesh Tourism Development Corporation (H.P.T.D.C.) and Privately operated hotels whereas Hamirpur, Bilaspur, Una and Kinnaur districts have no H.P.T.D.C. and only 36 out of 663 privately owned hotels.

Tourist Traffic survey 1990, conducted by Economic and Statistical Department of Himachal Pradesh, Shimla. classified the Accomodation facilities available in the state into the following :-

1. HOTELS :
 - (i) Class A.
 - (ii) Class B.
 - (iii) Class C.
2. Himachal Pradesh Tourism Development Corporation run hotels.
3. Dharamshalas
4. Government / Departmental Rest Houses etc.
5. Others - Guest Houses etc.

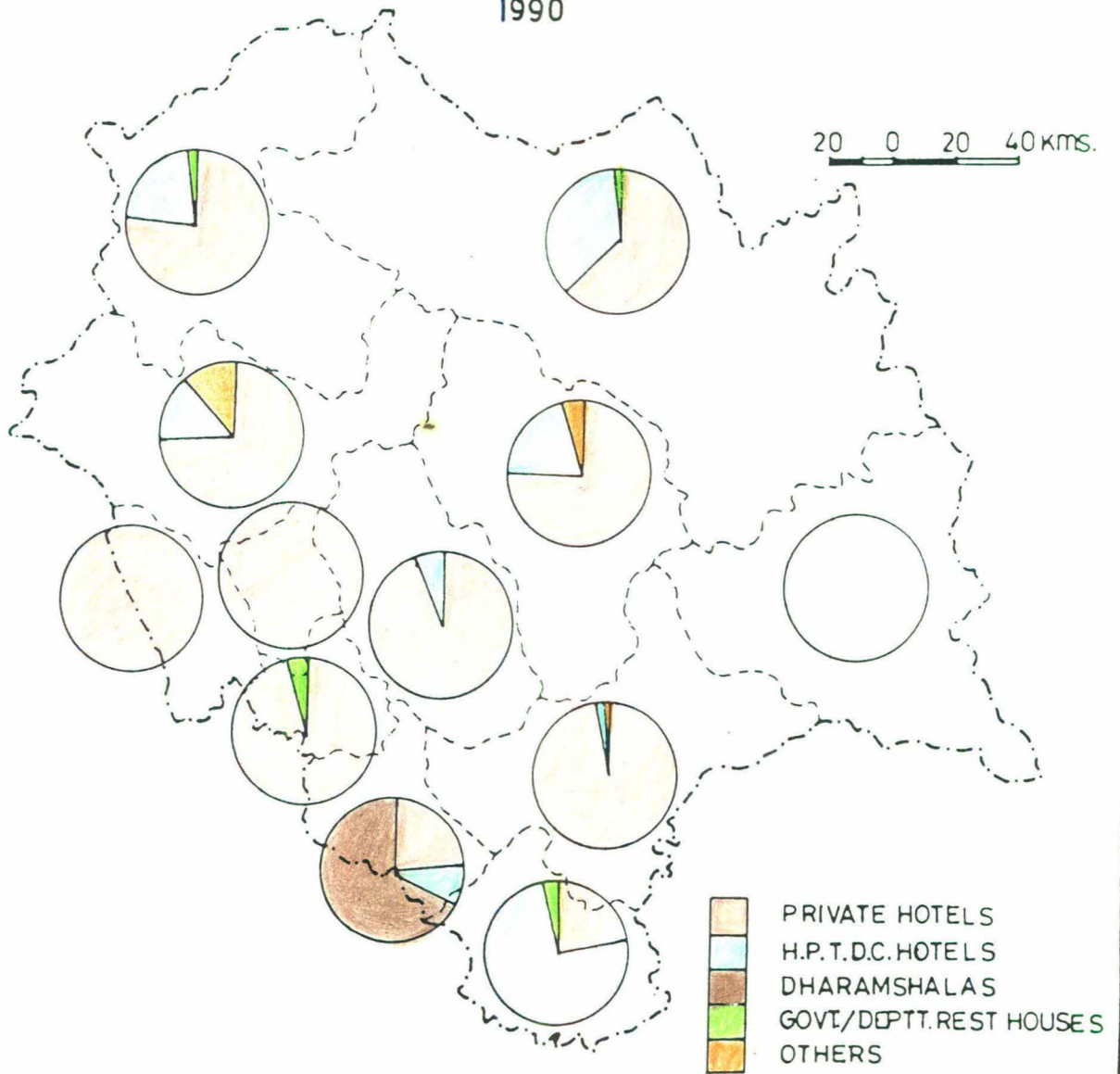
According to this classification, "Class A" hotels constitute those which have daily lodging rate more than Rs. 501, "Class B" between Rs. 201 and Rs. 500 and "Class C" upto Rs. 200(2).

The results of the survey show that the districts of Lahaul-Spiti, Chamba, Mandi, Kinnaur, Hamirpur, Una, Sirmaur, Bilaspur and Kangra had no "Class A" hotels. This shows a policy lapse of not sttempting to top additional revenue from the high spending tourist type visiting the region (SEE TABLE II)

HIMACHAL PRADESH TYPE OF ACCOMODATION USED BY INTERNATIONAL TOURISTS

1990

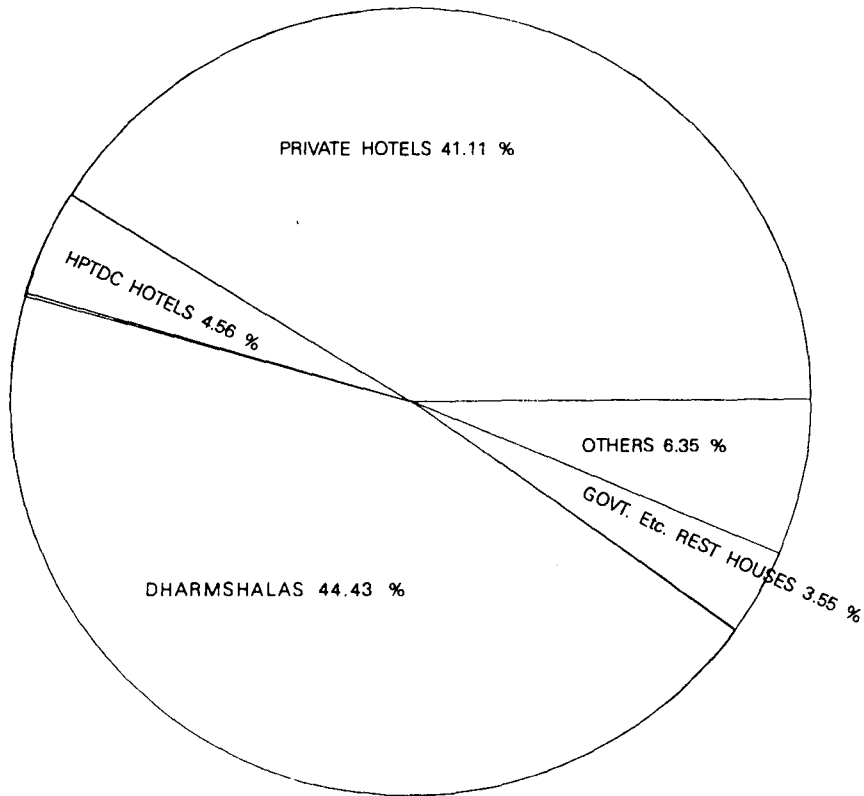
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HIMACHAL PRADESH

INTERNATIONAL TOURISTS USING DIFFERENT TYPES OF ACCOMODATION, 1988-1989

Total



International Tourists

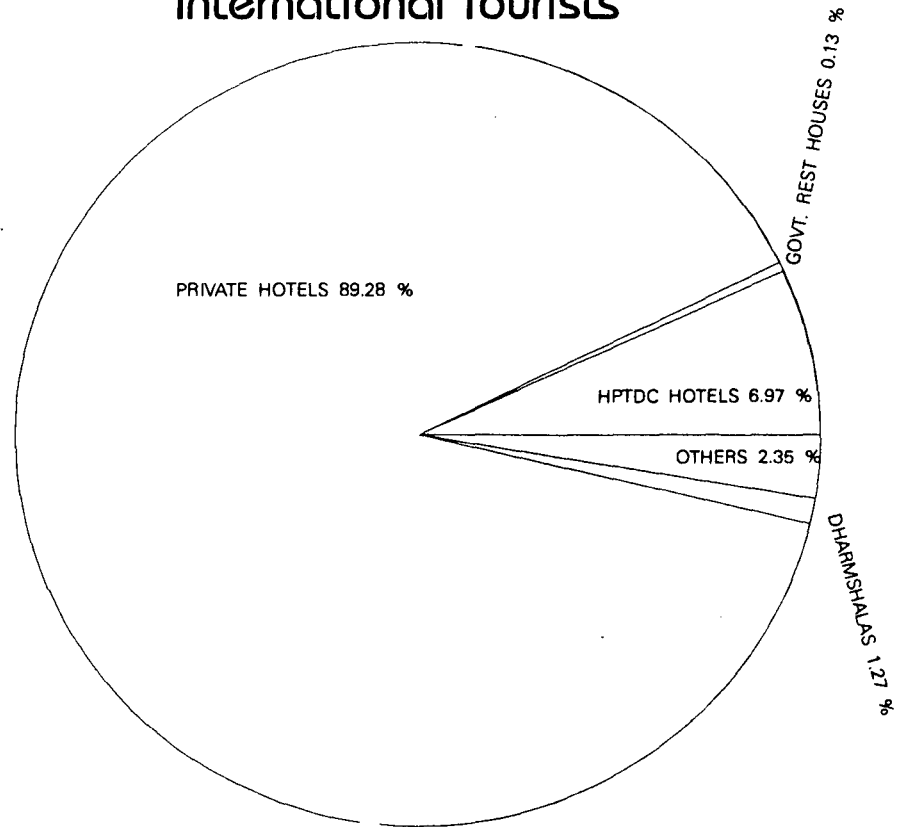


TABLE NO. II**CLASS "A" PRIVATE HOTELS IN HIMACHAL PRADESH**

DISTRICTS	SOLAN	KULLU	SHIMLA
CLASS "A" HOTELS IN TOURIST PLACES SURVEYED	1 Solan Chail Kasauli	4 Kullu Nagar, Manikaran Manali	5 Shimla Rampur Phagu Sarahan Narkanda Naldera

SOURCE :- TOURSIT TRAFFIC SURVEY, 1990, Economic and Statistical Department, Government of H.P., Shimla. page 20-22.

In the 12 district headquarters and 29 other important tourist places surveyed it was estimated that in the year 1988-89, 44.43% of all tourists stayed in the Dharamshalas and 41.11% in Private Hotels. (SEE TABLE III).

TABLE NO. III

**PERCENTAGES OF DOMESTIC & INTERNATIONAL TOURIST USING
DIFFERENT TYPES OF ACCOMODATION FACILITIES .**

TYPE OF ACCOMODATION FACILITY	TOTAL	1988-89	
		DOMESTIC	INTERNATIONAL
PRIVATE HOTELS	41.11	39.93	89.28
H.P.T.D.C. HOTELS	04.56	04.59	06.97
DHARAMSHALAS	44.43	45.49	01.27
GOVT./DEPTT. REST HOUSES ETC.	03.55	03.64	00.13
OTHERS	06.35	06.45	02.35

SOURCE :- TOURIST TRAFFIC SURVEY, 1990, Economic and Statistical Department, Government of H.P., Shimla : page 60

NOTE :- The above mentioned data in TABLE III, pertains to 12 districts

headquarters and 29 other important tourist places in Himachal Pradesh. A vast majority (89.28%) of International Tourists however stayed in the Private Hotels, in the same year. Out of the total foreign tourists in Shimla districts in 1988-89, (97.68%) stayed in Private hotels. The figure for Lahaul-Spiti district is 62.10% out of International tourists. (SEE TABLE IV)

TABLE NO. IV

DISTRICT-WISE ESTIMATES OF ACCOMODATION TYPES USED BY INTERNATIONAL TOURISTS VISITNG HIMACHAL PRADESH

DISTRICT	PVT. HOTELS	H.P.T.D.C. HOTELS	DHARAMSHALAS	GOVT./ DEPTT. REST HOUSES	OTHERS
LAHAUL-SPITI	62.10	37.28	-	0.62	-
CHAMBA	75.80	22.34	-	1.86	-
MANDI	93.96	5.25	-	0.45	0.33
KINNAUR	-	-	-	-	-
HAMIRPUR	100.00	-	-	-	-
UNA	100.00	-	-	-	-
SOLAN	23.23	8.72	68.05		
SIRMAUR	21.05	76.31	-	2.64	-
BILASPUR	95.12	-	-	4.88	
KULLU	75.16	19.96	-	-	4.87
SHIMLA	97.68	1.44	-	-	0.86
KANGRA	73.37	14.06	-	0.03	12.40

SOURCE : - TOURIST TRAFFIC SURVEY, 1990, Economics and Statistics Department, Government of Himachal Pradesh.

TOURISM POLICY

Recognising the Potential of tourism in the state, Himachal Pradesh Gov-

ernment, accords it high priority in accelerating the overall economic development of the state. The Tourism Policy of Himachal Pradesh, 1991(3), is a step in the direction of promoting planned tourism development in the state.

The major objectives of promoting tourism, in the state's policy are :-

1. *to generate employment, correct regional imbalances, equitable income distribution and generate resources for faster economic growth in various parts of the state.*
2. *to develop the potential tourism resource sites, not hitherto developed.*
3. *"to promote the tourism industry rather than government tourism"(4) through the mechanism of private enterprise and initiative.*
4. *to preserve cultural, moral, environmental and religious values while promoting the positive image of the state.*

To achieve these ends, the policy envisages the reorientation of policies of various institutions of government to create an environment conducive to the development of tourism sector and reviewing of rules and regulations for grant of incentives appropriate to tourism development. The Action plan for tourism recognised the following thrust areas :-

- a. Infrastructure needs;
- b. creation of Accommodation;
- c. Improving catering standards;
- d. developing wayside amenities a la highway tourism;
- e. adoption of villages and Block Clusters for tourism-cum-economic upliftment projects.
- f. promotion of heritage tourism.
- g. ensure tourist safety and security;
- h. ensure safe, reliable and economic transport;
- i. promote adventure tourism & package tours;
- j. better tourist facilities through provision of information, booking services etc.

HIMACHAL PRADESH PLANNED TOURISM CLUSTER AREAS



- k. liberalise land-use policy
- l. better publicity and advertisement of tourist product;
- m. project and promote culture;
- n. train local personnel for the Industry; and
- o. provide tax and other benefits to new units.

A tourism direction committee is entrusted with the task of giving policy directions and providing guidelines for tourism development.

The Government of Himachal Pradesh has envisaged a plan of setting up "Tourism Clusters" in the state. These are categorised as A, B and C category tourism clusters taking into account the following parameters :-

- a. Distance from the border of adjoining states of Punjab, Haryana and Uttar Pradesh (except with Shimla district).
- b. Extent of tourism development or the potential existing in the Block or Town.
- c. Extent of the overall backwardness of the Block.
- d. Extent of potential for employment generation of local people.

Based on these criteriam the entire state has been divided into A, B and C category Tourism Cluster Areas. (SEE MAP).

Incentives are granted to Tourism Resorts, Tourism Units, Tiny Tourism Units, Small Scale and Large Scale Tourism Units, Pioneer Tourism Units and New Tourism Units, variously defined under the "Rules for Grant of Incentives to Tourism Industry in Himachal Pradesh, 1993(5)". Priority Tourism Projects, namely, Tourism Resorts, Training Institutions for Hotel Management and Catering, Sports activities, Adventure activities, Tourism camps, Ropeways, Amusement Parks, and Lake / River cruises are eligible for attractive incentive packages like out of the turn allotment of plots in tourism clusters, deferment of General Sales Tax or Luxury Tax for a period of ten years, liberal lending rates of interest etc.

INTERNATIONAL TOURISM IN HIMACHAL PRADESH : -

International Tourism, statistics for which are available from 1987 onwards, has a long history and visitor numbers are still not significant when compared with domestic tourist arrivals and vis-a-vis other states like Rajasthan,

Goa etc. Since last four years, when the Kashmir issue took a violent turn and due to relaxation of Foreigners (Protected Areas) Act, 1958, there has been an increase in the total number of International tourists visiting Himachal. Recognising the market thus created, the state governments has started International Tourism Promotion at a rapid pace and has drawn up ambitious plans for its development in the state. International Tourism is perceived as a promising arena since it bring greater benefits through foreign exchange, longer average duration of stay of foreigners at a place and their higher spending capacity when compared to domestic tourists.

Tourism as an activity in Himachal generally and International Tourism particularly is concentrated at a few sites leaving many parts of the state unvisited. Likewise the economic benefits and costs of tourism are also selectively concentrated. Some of the popular destinations for International Tourists are fast approaching Saturation level. Consequently, Shimla, Dharamshala, Kullu and Manali, which are flooded by tourists during most of the year, might in the near future, experience declining phase of tourism. Therefore for maintaining the interest of tourists for Himachal as a destination, new potential tourists sites must be developed.

According to the official statistics of the Department of Tourism, Himachal Pradesh(6) in 1987 out of 7.97.555 tourists 15,742 were foreign tourists i.e. 1.97% of the total foreign tourist figures for 1988 are 20648 (2.14%) out of 9,61,709, 12,753 (1.13%) out of 11,21,373 in 1989, 19419(1.93%) out of 10,06,757, 15317 (1.25%) out of 12,22,348 in 1991 and 17775 (1.15%) out of 15,38,590 in 1992. Since 1987, there has been a fluctuating decrease in the share of international tourists to total number of tourists and there has been a simultaneous increase in the number of domestic tourists visiting the state.

Districtwise breakup shows that Shimla, Kullu and Kangra districts alone contribute almost 70% of foreign tourists in the state. Monthwise statistics which are available for the year 1992, show that Shimla and Kangra districts receive international tourists throughout the year (SEE TABLE V)

whereas Bilaspur, Sirmour and Una districts have very insignificant foreign tourists for most parts of the year. Lahaul-Spiti and Kinnaur have no foreign tourist arrivals for six months in the year due to excessive winter.

Most of the International tourists visiting Himachal Pradesh come from a few selected countries. According to the Tourist Traffic Survey, 1990,

33.6% of International tourists come from Britain, followed by Australia (7.6%) Germany(7%), Sweden (5.6%), Israel (4.9%) Belgium (4.2%), France, Italy, Netherlands, U.S.A. and Japan are other major tourist generating countries for Himachal Pradesh. Average stay period for International tourists in Himachal is 5.1 days as compared to 3.5 days for Domestic Tourists. Districtwise, average period of stay for International tourist is highest in Kangra district (9.9 days) followed by Mandi (6.4 days), Lahaul Spiti (4.3 days) and Kullu district (4.1 days).

The Tourist Traffic Survey, 1990 calculated the expenditure pattern of foreign tourists by categorising the amount spent on various tourism related services like transport, lodging, food and beverages, local travel and entertainment. On this basis the estimated percentage are as follows :-

Transport	-	46.73%
Lodging	-	25.32%
Food & Beverages	-	24.03%
Local Travel	-	03.33%
Entertainment	-	00.59%

The survey also recorded that 47% of the Foreign Tourists bought items like Shawls, Kullu Caps, Honey, Gaddi Chola, Toys, Incense, Carpet, Lahauli Wollen Socks etc.

Most of International tourists come to Himachal for Recreation and Sight Seeing. Adventure Sports and visits to Religious Places are among other important factors motivating the choice of Himachal as a destination.

CONCLUSION : -

Himachal Pradesh due to its rich natural and cultural attractions is a high potential international tourist destination. its terrain and climatic variations make it a year round destination. The tourism potential, however, is not matched by equally sufficient infrastructure. Much requires to be done on this front in order to make the product more attractive and satisfying for International tourists on one hand, while at the same time maintaining the capacity of ecosystem to sustain itself. The Tourism Policy of Himachal Pradesh is a step in the direction of sustainable tourism but it is wrought with dangers due to mismanagement at the bureaucratic levels and selfishness of overambitious entrepreneurs. Steps need to be taken to develop tourism

more judiciously over space so that the impact of stressing situations at a few places, in the long run, could be lessened. This entails that Infrastructural developments and policy measures should be more carefully implemented and regularly monitored in order to maintain the resource while deriving gains from it.

FOOT NOTES : -

- (1) SHARMA, N.K. "A Socio-Economic study of Tourism Development in Himachal Pradesh" in S.C. SINGH (editor) (1989) "Impact of Tourism on Mountain Environment" Research India Publications ; Meerut, pp. XI + 377, Page 232.
- (2) "TOURIST TRAFFIC SURVEY, 1990", Economic and Statistical Department, Himachal Pradesh Government, Shimla, Page 15.
- (3) "TOURISM POLICY OF HIMACHAL PRADESH, 1991" Department of Tourism, Government of Himachal Pradesh, Shimla.
- (4) "TOURISM POLICYpage 1)
- (5) "Rule for Grant of Incentives to Tourism Industry in Himachal Pradesh, 1993". Government of Himachal Pradesh, Tourism Department.
- (6) The data published by the Department of Tourism H.P. is for 10 districts for the year 1987-91. Only in 1992 was the data for Kinnaur and Lahaul Spiti districts compiled.

CHAPTER 4.

WESTERN HIMALAYAS

(AN ANALYSIS OF THE RESULTS OF THE SURVEY OF PERCEPTIONS

OF TOURISM IMPACTS BY THE LOCAL POPULATION- CASE STUDIES OF TWO DESTINATIONS.)

Tourism's impacts can be broadly categorised as - economic, social and environmental / physical. Generally the economic impact is regarded as positive since it broadens and diversifies the economic base, increases income and provides employment. However the social or environmental impacts are not always positive. In this respect, tourism has become somewhat controversial since its impacts are not always conducive to the host environments apart from creating regional imbalances and benefiting selective social groups. Since tourism involves an interaction between host population, environment and the tourists, the encounter sometimes is not pleasant in the long run and the ensuing clash of cultures and lifestyles might generate stressful circumstances which may prove antithetical to the very spirit of tourism.

International Tourists visiting countries of backward economy and traditional lifestyles leave behind them ideas and spending patterns incoherent with the local setting. The issue of negative impacts of International tourism can help bring into sharp focus the problem of how values from without in the local setting can give rise to incompatible circumstances and sometimes conflictual tendencies.

The issue of negative impacts raises the question that is it justified to promote international tourism for economic gain at the cost of deterioration of culture and ecology. With an increasing concern for cultural and ecological issues at the International level it has become necessary to address this problem by framing it in multidimensional perspectives of local needs and social and ecological justice.

INTRODUCTION OF THE PROBLEM :-

Why do people prefer the mountains for recreation ? N.J.R. Allen(1), feels that there is a "fetish" for visiting mountains. Citing scientific evidence from Biometereology about the presence of high proportion of negatively charged ions in the air which induce a feeling of well being, he argues that the cultural landscape of the mountain regions in South Asia contains "alien" introduced cultural traits from outside. Western Himalayas is full of evi-

dence of such cultural invasions even prior to colonial era. As more and more domestic tourists flock to the vestiges of colonial era - The hill stations and cantonments towns - the foreign tourists has started to prefer the peace and quiet of Trans-Himalayan Himachal and its many river valley resorts. Most of the foreign tourists prefer to trip off the beaten track into the trekking routes. In future as increasing number of foreign tourists venture deep into the mountain areas of traditional cultures and lifestyles the innocence and charm of the land and people of those areas will be gone. Development in combination with International tourism in the remote areas will inevitably lead to changes - some necessary and positive and other negative. As long as Development and Tourism help in improving the quality of basic needs of the people, trading off the cultural peculiarities is a worthwhile endeavor.

However, it is not justified to attribute all the effects of Acculturation to International tourists. In fact, the numerous forces of development have already started the Acculturation process in the Himalayas and it is difficult to pinpoint the acculturation effects as emanating from the foreigner - local contact. The more technologically advanced groups based in the plains of India have effected changes in the functionalist components like tools, cooking utensils, clothing and other means produced goods(2). International Tourism apart from reinforcing these changes effects new ones. Materially, new items such as Ice Axe, Rucksacks, mountain clothing etc. are introduced when locals start to work as guides and porters. Activities like Trekking, Rock climbing and water sports induce attitudinal changes among the local population about the mountain environment. Gradually, other notions such as conservation seep into the minds of the local communities as interaction with the tourists becomes more frequent and intense.

It is not solely the Host-Guest contact which brings about impacts. Other factors such as immigration of people belonging to other communities into the area due to tourism leads to various kinds of Inter-ethnic relations. The In-migration of Bhots and Nepali workers in Lahaul-Spiti has increased competition for limited employment opportunities created in wake of tourism. Tourism being one of the major arenas of socio-economic activity in Himachal, offers maximum scope for such a competition. Especially when the residents find the limited opportunities controlled and monopolized by the outsiders, the inter-ethnic

host - host relationships are effected. The ownership and control of hotels and travel agencies by the plains based and other outsiders in Himachal is a case in the point.

Viewing the cultural impacts of International tourism from within the trans-himalayan context, it must be emphasised that the cultural ethos of the Buddhist people are strikingly different from those of other parts of India, so much so that even the Indians from the plains are aliens. The presence of plains Indians in the area, as part of Indian military or various governmental administrative organisations, has already altered the Buddhist culture. Only recently has the Government of India relaxed the restrictions for entry of foreigners into the area. The attitude of Bhutan to Tourism, demonstrates how a small himalayan buddhist principality seeks to control alien influences. It has strict regulations regarding the number of foreigners to be allowed for visit. Most of the touristically important monasteries have been declared out to be bounds for foreigners. To top it all, it is very expansive for even foreigners to travel in Bhutan.

The factor of physical environment is very important while reviewing the compatibility of tourism industry. Tourism business as it spreads at a destination supplements the original attraction by man-made attractions. This might lead to serious environmental impacts. On the other hand, with increase in tourist numbers the environment might get polluted and may affect the local peoples enjoy their own environment. The rapid growth of Manali as a tourist destination has been accompanied by mushrooming of concrete structures everywhere. As a consequence, the route leading to Manali is dotted with Dhabas, Resorts and hotels architecturally unsympathetic to the local setting while at the same time misusing the prime orchard lands.

Many studies (Butler, Dearden, Zurick) suggest that in different parts of the world tourism represents a major threat to the environmental integrity of the host regions and poses a major management problem. Zurick (1992) analyses Adventure Tourism in Nepal by placing it within the theoretical framework of tourism models and sustainable development(3). Further, he analyses the tourism problems associated with exceeding social and environmental sustaining capacity by an Adventure Tourism Impact Model. Mansfield(1992) (4) examines how a community in the peripheral region of Israel is reacting to the social impacts emerging from tourism development.

Using the value stretch model the study demonstrates how the perception among the locals, of tourism development, is not homogenous but varied from one group to another on the basis of their occupation, socio-demographic status and sense of peripherality . There has been a dearth of studies on how the level of development in various tourist destinations impinges upon the locals perceptions of social and environmental impacts of International Tourism. Such a study when placed within the sustainable development paradigm will highlight the perceptions of the host communities with different levels of International Tourism Development regarding the negative social and environmental impacts of international tourism. Western Himalayas and particularly Himachal Pradesh with its vast potential but relatively a nascent international tourism industry and its considerable spatial differences in socio-economic development can prove to be an useful case for studying the need for sustainable development of tourism in the long run. It is possible that due to lesser number of international tourists in the state, the negative impacts are not perceived by the people. Also, it is possible that social stress absorption capacity will be higher among the populations of underdeveloped and remote areas. The negative impacts, if they arise in any eventuality, pose a greater danger to the cultural, economic and environmental fabric of these communities in the long run. The proposed case study while examining the perceptions of host populations concerning the social and environmental impacts of International tourism in Himachal Pradesh will focus attention on :-

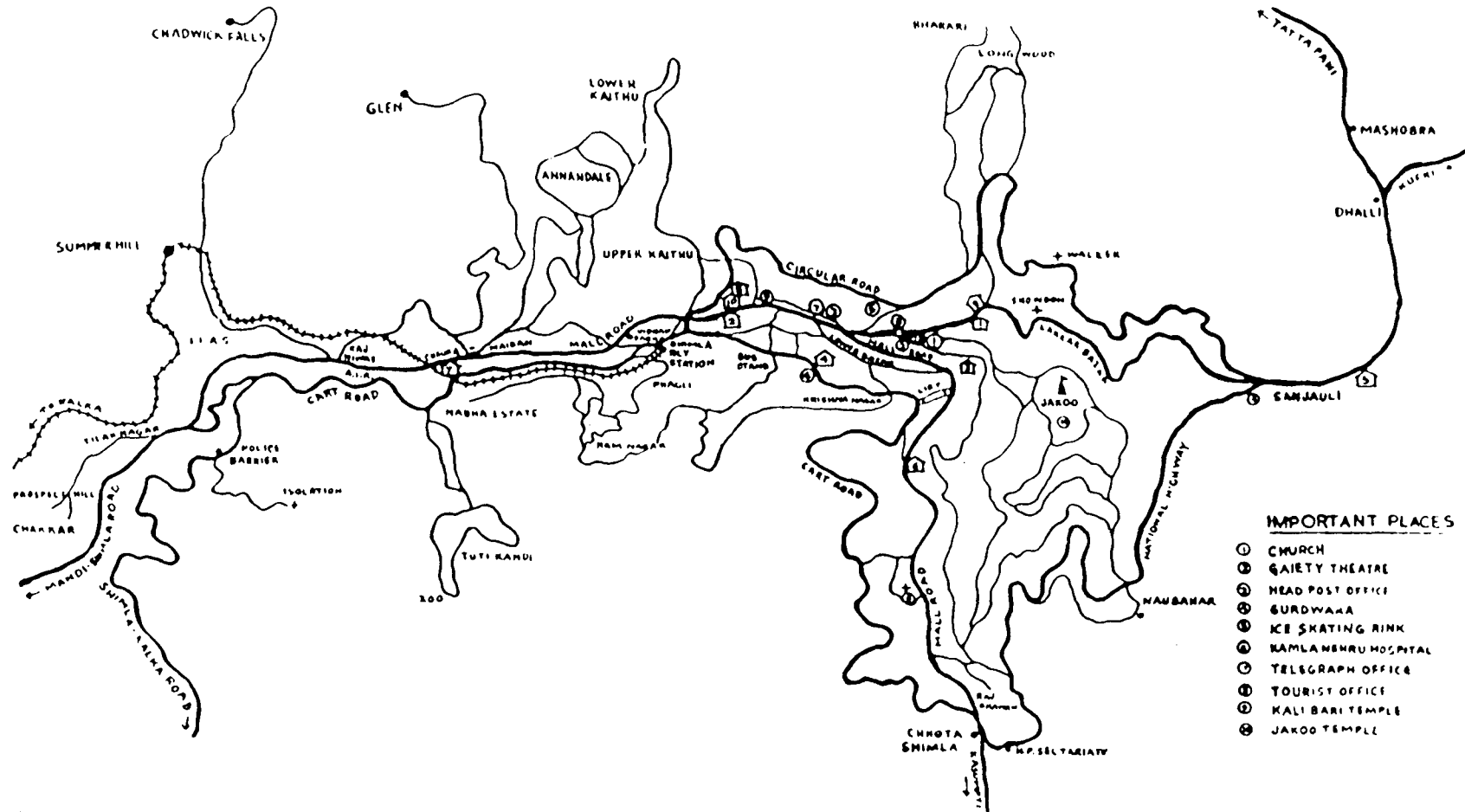
- (a) Whether the perceptions of the host community with regard to the social and environmental impacts of International Tourism are “Group-Differentiated” or Homogenous. By the term Group - differentiated is meant (i) the inter-group differences between those involved in providing tourist service and others (ii) The intra-group differences on the basis of Income, occupation and literacy level in the two respective groups.
- (b) Whether the perceptions of locals in the more developed international tourism destination are same or different from those of an newly opened destination for international tourists.

STUDY AREA :-

Field Investigation using Questionnaire Schedules was carried out at two international tourist destinations in Himachal Pradesh. The choice of the destinations was made using the following criteria : -

SHIMLA TOWN

TOURIST GUIDE MAP



NOT TO SCALE.

1. level of infrastructural development
2. total volume of international tourist arrivals.
3. the length of time (in years) since then local populations have been exposed to international tourists
4. number of months in a year they are exposed to foreign tourists.

On this basis Shimla Town and Keylong were chosen

KEYLONG :- Keylong is situated on the Manali - Leh road about 115 Kms. beyond Manali. It is the District Headquarter of Lahaul-Spiti district falling in the Trans-Himalayan region of Himachal Pradesh. Under the British, in 1971, Lahaul and Spiti was a tehsil of Kangra district(5). In 1941 Lahaul was constituted into a separate sub-tehsil of Kullu sub-division, with its headquarters in Keylong. later, in 1961, Lahaul-Spiti was formed as a full flagged district with headquarters in Keylong. Keylong, falling on the right bank of River Bhaga is the largest village in the district. Brown Barren slopes, icy rivers and streams make Keylong and its environs a tourists delight. The society of the area is deeply religious. Buddhism is the major religion and life revolves around the monasteries and village deities. The Gompas of the area are rich store houses of Buddhist Art and culture. Major tourist attractions around Keylong are Kardang, Shushur and Guru Ghantal Monasteries, TrilokNath Temple in Udaipur and Suraj Tal lake.

International Tourism is a recent phenomenon in Keylong. Earlier due to strict restrictions on the entry of foreigners to Lahaul - Spiti, very few tourists could come - mainly for research purposes. Due to the tourism potential of the area, the Government of India allowed foreigners to enter some parts of Lahaul sub-divisions in late 1980's. The Government of India, notification dated 13 April 1992 has amended the Foreigner (Protected Area) order, 1958. The Lahaul-Spiti and Kinnaur districts of Himachal have been opened to foreign tourists. But still, to travel beyond Kaza in Spiti and Lippu Khud in Kinnaur foreigners require an Inner Line Permit. Due to snowfall on the Rohtang Pass and much of Lahaul-Spiti travel is not possible for six months (November - April) in an year.

SHIMLA TOWN : -

Shimla is perhaps the largest hill station of the world at the height of 22,21 meters known as the mountain city of India, it is the capital of Himachal

HOSTS PERCEPTION OF INTERNATIONAL TOURIST IMPACT

depends on

Host-Guest Relationship

Destination's level of tourism development & social group differentiation

serving foreign tourists

not serving foreign tourists

more

less

ATTITUDES

PERCEPTIONS

more tolerant attitudes

less tolerant attitudes

group-differentiated perceptions

homogenous perceptions

host-host & host-guest conflict

SUSTAINABLE DEVELOPMENT

Pradesh. Shimla, was established as the Summer Capital of India, during the British period. After Independence, there has been a tremendous upsurge in the field of tourism in Shimla. Shimla hills with their valleys and peaks are full of green cover of firs, oaks, pines, rhododendrons etc. There are numerous places of tourist interest in and around Shimla like The Mall, Jakhu Hill, Prospect Hill, Mashobra, Kufri, Phagu, Chail, Naldera and Tatta Pani. Shimla has an ideal climate for tourism round-the-year.

Apart from differences in volume of tourists and infrastructure, Shimla and Keylong are culturally, climatically and socio-economically different from each other. These differences point towards their relative importance as International tourist destinations.

HYPOTHESES :-

The study proposes to test the following two research hypotheses:

1. *“People economically benefiting from services provided to the International Tourists are more tolerable of the perceived negative social and environmental impacts than others.”*
2. *“Perceptions in the host community are differentiated on the basis of Groups in a infrastructurally more developed international tourist destination, as compared to, a lesser developed International tourist destination where the perceptions are more or less homogenous.”*

RESEARCH METHODOLOGY :-

Since the study aims to attempt a social and environmental impact assessment of International Tourism in Himachal Pradesh, the research methodology employed for this purpose is both empirical observational and quantitative. The study was conducted by administering questionnaire schedules to the local people of the two destinations. The first section contained questions on socio-economic and demographic data of the respondents. The second section contained statements pertaining to social and environmental impacts of International tourism. The close ended questions were to be answered on a semantic-differential or Bipolar scale. The respondents were asked to answer the statement as either Agree or Disagree. The third section of the questionnaire was formed to record the respondents opinion and choice of the steps that government should take regarding International Tourism.

The respondents were randomly chosen from two groups - those providing service to foreign tourists and others. In total 26 people were surveyed in Keylong village and 50 in Shimla Town. 13 respondents in Keylong and 25 in Shimla were engaged in providing services to foreign tourists.

The data thus generated was tabulated for two destinations separately and percentages calculated. This procedure was also followed for those providing some service to International tourists and others. Subsequently, the results were tabulated according to three categories derived on the basis of literacy level, Income and occupational status of the respondents for the two groups separately. the categories were further sub classed as :-

1. **LITERACY :-**

- a. Illiterate
- b. Primary
- c. Matric
- d. Graduate
- e. Post-Graduate

2. **INCOME (Per Month) :-**

- a. Less than Rs. 500
- b. between Rs. 501 and Rs. 1000
- c. Rs. 1001 and above.

3. **OCCUPATION :-**

- a. Government Service
- b. Business
- c. Others

The results were analysed, on the basis of these sub-classes between those “serving” and Not Serving” international tourists, for the two destinations, by classifying the percentages of responses (Agree / Disagree_ as :-

1. Strongly Group - differentiated perceptions :- where the percentages of “Agree” responses in the three categories of Income, occupation and literacy is more than 75%.
2. Moderately Group - differentiated perceptions :- where the percentages of “Agree” responses in the three categories is between 25% to 74%.
3. Homogenous Group perceptions :- where the percentages of “Agree” responses is less than 25%.

TABLE I COMPARATIVE PERCENTAGES OF SURVEY OF OPINIONS IN KEYLONG AND SHIMLA

	RESPONSE	KEYLONG			SHIMLA			TOTAL		
		TOTAL	SERVING	NON-SERVING	TOTAL	SERVING	NON-SERVING	TOTAL	SERVING	NON-SERVING
INT. TOU. INCREASES INTERNATIONAL CO-OPERATION	AGREE	53.84	76.92	23.08	80	88	72	71.05	84.21	57.89
	DISAGREE	46.16	23.08	76.92	20	12	28	28.95	15.79	42.11
WHETHER MORE INTERNATIONAL TOURISTS SHOULD COME	MORE	73.07	100	46.15	72	100	44	72.63	100	44.73
	LESS	15.38	-	30.76	22	-	44	19.73	-	39.47
	INDIFFERENT	11.55	-	23.09	6	-	12	7.64	-	15.80
GOVT SHOULD PROVIDE FOR	BETTERLIVING CONDITIONS	42.31	7.69	76.92	26	8	44	31.57	7.89	55.27
	IMPROVE INFRASTRUCTURE	19.23	38.46	-	24	44	4	22.37	42.11	2.63
	BOTH	38.46	53.84	23.08	50	48	52	46.06	50	42.10
WHETHER THE GOVT SHOULD EDUCATE BOTH TOURISTS & LOCALS	YES	88.46	100	76.92	96	96	96	93.42	97.36	89.47
	NO	-	-	-	-	-	-	-	-	-
	INDIFFERENT	11.54	-	23.07	4	4	4	6.58	2.64	10.53

RESULTS :-

Of the total 76 respondents surveyed, 5 in Keylong and 10 in Shimla were females. No female respondent in Keylong was engaged in providing tourist service whereas in Shimla one female respondent provided tourist service. 22.36% of the total respondents were Government Servants, whereas 30.26% were Businessmen and 47.36% in other services. According to the Literacy level, 40.78% were Graduates, 31.57% Matric, 13.15% Primary, 5.26% Post-Graduates and 9.21% illiterates. Whereas in Keylong, a majority (38.46%) were Matriculates, in Shimla the majority (52%) of the respondents were Graduates.

The results of four questions, which sought opinion of the respondents, about

- (i) The role tourism plays in International co-operation.
- (ii) Whether the government should restrict or allow more international tourists to the specific destination.
- (iii) Whether the government policies should be geared towards improving tourist infrastructure or providing better living condition for residents or both; and
- (iv) whether both the locals and the foreigners should be educated, as part of tourism policy, to respect the local culture and environment.
- indicate that majority of the respondents feel that the necessary steps for the promotion of international tourism must be taken.

71.05% of the respondents agree that International tourism plays a positive role in increasing international co-operation. 84.21% and 57.89% of those serving and non-serving respondents, respectively agree likewise. Approximately 73% of the respondents think that more international tourists should come to their destination. The figures for serving and non-serving populations indicate that whereas the serving respondents are unanimous in their agreement, only 44.73% of the non-serving respondents think that more should come. (SEE TABLE I).

31.57% of the respondents feel that government should provide for better living conditions for local population whereas 22.36 want that tourist infrastructure should be developed. 77% of the non-serving respondents in Keylong and 44% in Shimla think that better living condition should be

TABLE II PERCEPTION OF NEGATIVE IMPACTS AMONG SERVING / NON-SERVING RESPONDENTS

STATEMENT	RESPONSE	PERCENT RESPONSE		
		TOTAL	SERVING	NON SERVING
THE FOREIGN TOURIST'S BEHAVIOUR PATTERN & VALUES HAVE AN ADVERSE IMPACT ON THE LOCAL TRADITIONS, HORMS AND VALUE SYSTEM	AGREE	11.84	7.89	15.79
	DIS AGREE	88.16	92.11	84.21
THE FOREIGN TOURISTS HAVE AN ADVERSE IMPACT ON THE PRICES OF BOTH THE ESSENTIAL AS WELL AS LUXURY ITEMS	AGREE	36.84	23.68	50
	DIS AGREE	63.16	76.32	50
THE FOREIGN TOURISTS ARE RESPONSIBLE FOR THE POLLUTION OF THE TOURIST RESORTS	AGREE	-	-	-
	DIS AGREE	100	100	100
THE FOREIGN TOURISTS HAVE HAD AN ADVERSE IMPACT ON THE LOCAL YOUNGER GENERATION	AGREE	14.47	5.26	23.68
	DIS AGREE	85.53	94.74	76.32
THE FOREIGN TOURISTS HAVE AFFECTED THE AVAILABILITY OF DAY TO DAY SERVICES, AMENITIES AND FACILITIES	AGREE	7.89	2.63	13.15
	DIS AGREE	92.11	97.37	86.85
THE FOREIGN TOURISTS SHOW NO RESPONSIBILITY ABOUT THE MAINTAINCE OF THE SCENIC BEAUTY OF THE RESORTS	AGREE	-	-	-
	DIS AGREE	100	100	100

provided. A very high percentage (93.42%) of respondents at both the destinations feel the need to start educational schemes for cultural and environmental awareness for both tourists as well as locals.

HYPOTHESIS I : RESULTS

The results reveal that the overwhelming majority of the responses to the statements are "Disagree". Although there is difference between the responses of those directly benefiting and those not benefiting economically from international tourism, the difference is not significant. Respondents were largely unanimous in their belief that there is no negative social and ecological impact of International tourism in their respective destinations. Considerable difference of perceptions of the hosts was only to the statement that "the foreign tourists adversely affect the prices of essential as well as luxury items" (SEE TABLE II). 36.84% of the respondents at the two destinations "agree" with the statement. Among them, 50% of "not serving" and 23.68% of "serving" agree to the statement. Only 5.26% of "serving" "agree" with the statement that Foreign Tourists have adverse impact on the local younger generation. The corresponding percentage for "not serving" was 23.68%. The differences between responses to other statements are very less. For two statements viz. international tourists polluting the resorts and showing no responsibility towards their maintenance, there was 100% disagreement among both - "serving", "not serving" groups of the respondents. (SEE TABLE II).

This shows that although the first hypothesis i.e. those serving or benefiting directly from International tourism are more tolerable of perceived negative impacts than others - stands factually proved by the results but the body of proof is not sufficient to derive a generalisation. Since, there is less than 25% agreement to 3 out of 6 statements besides unanimous disagreement to two others, the hypothesis is not proved.

HYPOTHESIS II : Results

Upon comparing the survey results for Shimla and Keylong, it was found that perceptions in Keylong are more or less homogeneous, whereas in Shimla there was a low level of inter-group differentiation in perceptions of negative impacts of International tourism. Intra-group differentiation according to Income, Occupation and literacy was low in both the destinations. (SEE TABLES III, IV, V).

TABLE III INTRA-GROUP DIFFERENTIATION OF PERCEPTIONS ON THE BASIS OF INCOME .

STATEMENT	SERVING/ NON- SERVING	AGREE/ DISAGREE	SHIMLA			KEYLONG		
			INCOME (P.M.)(% response)			INCOME (P.M.)(% response)		
			< 500	500-1000	> 1000	< 500	500-1000	> 1000
THE FOREIGN TOURISTS BEHAVIOUR PATTERN & VALUES HAVE AN ADVERSE IMPACT ON LOCAL TRADITIONS NORMS & VALUE SYSTEMS.	SERVING	AGREE	5.88	16.66	50.00	-	-	-
		DISAGREE	94.12	83.34	50.00	100	100	100
	NON SERVING	AGREE	-	16.66	26.66	16.66	-	-
		DISAGREE	100	83.34	73.34	83.34	100	100
THE FOREIGN TOURISTS HAVE AN ADVERSE IMPACT ON THE PRICES OF BOTH THE ESSENTIAL AS WELL AS LUXURY ITEMS.	SERVING	AGREE	17.64	33.33	50	14.28	50	25
		DISAGREE	82.36	66.67	50	85.72	50	75
	NON SERVING	AGREE	-	66.67	66.67	50	-	40
		DISAGREE	100	33.33	33.33	50	100	60
THE FOREIGN TOURISTS HAVE HAD AN ADVERSE IMPACT ON THE LOCAL YOUNGER GENERATION.	SERVING	AGREE	12.5	-	-	-	-	-
		DISAGREE	87.5	100	100	100	100	100
	NON SERVING	AGREE	-	16.66	53.33	-	-	-
		DISAGREE	100	63.34	46.67	100	100	100
THE FOREIGN TOURISTS HAVE AFFECTED THE AVAILABILITY OF DAY TO DAY SERVICES, FACILITIES AND AMENITIES	SERVING	AGREE	-	16.66	-	-	-	-
		DISAGREE	100	63.34	100	100	100	100
	NON SERVING	AGREE	25	-	13.33	-	-	-
		DISAGREE	75	100	86.67	100	100	100

TABLE IV GROUP-DIFFERENTIATED PERCEPTIONS ON THE BASIS OF OCCUPATION.

STATEMENT	SERVING/ NON- SERVING	AGREE/ DISAGREE	SHIMLA			KEYLONG		
			OCCUPATION (% response)			OCCUPATION (% response)		
			GOVT	BUSINESS	OTHERS	GOVT	BUSINESS	OTHERS
THE FOREIGN TOURISTS BEHAVIOUR PATTERN & VALUES HAVE AN ADVERSE IMPACT ON LOCAL TRADITIONS NORMS & VALUE SYSTEMS.	SERVING	AGREE	-	20	7.69	-	-	-
		DISAGREE	100	80	92.31	100	100	100
	NON SER	AGREE	44.44	-	8.33	-	-	14.28
		DISAGREE	55.56	100	91.67	100	100	85.72
THE FOREIGN TOURISTS HAVE AN ADVERSE IMPACT ON THE PRICES OF BOTH THE ESSENTIAL AS WELL AS LUXURY ITEMS.	SERVING	AGREE	50	11.11	30.76	-	28.57	25
		DISAGREE	50	88.89	69.24	100	71.43	75
	NON SER	AGREE	77.77	100	41.66	25	-	42.85
		DISAGREE	22.23	-	58.34	75	100	57.15
THE FOREIGN TOURISTS HAVE HAD AN ADVERSE IMPACT ON THE LOCAL YOUNGER GENERATION.	SERVING	AGREE	-	-	15.38	-	-	-
		DISAGREE	100	100	84.62	100	100	100
	NON SER	AGREE	77.77	-	16.66	-	-	-
		DISAGREE	22.23	100	83.34	100	100	100
THE FOREIGN TOURISTS HAVE AFFECTED THE AVAILABILITY OF DAY TO DAY SERVICES, FACILITIES AND AMENITIES	SERVING	AGREE	-	10	-	-	-	-
		DISAGREE	100	90	100	100	100	100
	NON SERV	AGREE	11.11	-	16.66	-	-	-
		DISAGREE	88.89	100	83.34	100	100	100

TABLE V. DIFFERENTIATION OF PERCEPTIONS ON THE BASIS OF LITERACY.

STATEMENT	SERVING/ NON- SERVING	AGREE/ DISAGREE	SHIMLA					KEYLONG				
			LITERACY (% response)					LITERACY (% response)				
			ILLI	PRIMAR	MATRIC	GRAD	PG	ILLI	PRIMAR	MATRIC	GRAD	PG
THE FOREIGN TOURISTS BEHAVIOUR PATTERN & VALUES HAVE AN ADVERSE IMPACT ON LOCAL TRADITIONS NORMS & VALUE SYSTEMS.	SERVING	AGREE	-	50	11.11	-	-	-	-	-	-	-
		DISAGREE	100	50	88.89	100	-	100	100	100	100	-
	NON SER	AGREE	-	-	-	25	-	-	-	25	-	-
		DISAGREE	-	100	100	75	100	100	100	75	100	100
THE FOREIGN TOURISTS HAVE AN ADVERSE IMPACT ON THE PRICES OF BOTH THE ESSENTIAL AS WELL AS LUXURY ITEMS.	SERVING	AGREE	50	25	22.99	20	-	-	-	50	-	-
		DISAGREE	50	75	77.01	80	-	100	100	50	100	-
	NON SER	AGREE	-	100	80	50	33.33	25	33.33	25	100	100
		DISAGREE	-	-	20	50	66.67	75	66.67	75	-	-
THE FOREIGN TOURISTS HAVE HAD AN ADVERSE IMPACT ON THE LOCAL YOUNGER GENERATION.	SERVING	AGREE	50	25	-	-	-	-	-	-	-	-
		DISAGREE	50	75	100	100	-	100	100	100	100	-
	NON SER	AGREE	-	100	40	31.25	33.33	-	-	-	-	-
		DISAGREE	-	-	60	68.75	66.67	100	100	100	100	100

Intra-group Percentages of most of the “Agree” responses for both “serving”, “non serving” groups are less than 25%, except for two statements. For the statement that international tourism affects the prices of items there were 56% “Agree” responses for “Non-serving” group in Shimla. For the statement that International tourism adversely affects the local younger generation, there were 36% “Agree’ responses in “Non-serving” group in Shimla. There was unanimously “Disagree” response to two statements in Shimla and three statements in Keylong.

There was no evidence of significant Intra-group and Inter-group differentiation of perception in Shimla town which is more developed destination, compared to Keylong which had highly homogenous inter-group and Intra-group perceptions of impacts of International tourism. Therefore, the second hypothesis, that the perceptions of negative impacts of international tourism are group differentiated in a more developed International tourist destination than a less developed one where the perceptions are homogenous, is partly proved since there is no significant evidence of group differentiated perceptions in Shimla town.

INFERENCES :-

Both the hypothesis are partially proved by the results of the survey. This is enough to infer that most people do not perceive of any negative social and environmental impacts arising from International tourism in their respective destinations.

Another inference that can be drawn from the survey results is that the perceptions of the respondents are selectively Differentiated. For instance, the respondents agreement to the rise in costs of essential items due to international tourism. Also noteworthy, is the overwhelming denial of any role of international tourists in the pollution of resorts. During personal communication with many residents, it was revealed that International Tourists are more concerned about the cleanliness and beauty of the spots and are very careful in their conduct in this regard. Public Toilet and Bath in Keylong was conceived of due to repeated complaints from International Tourists.

Lack of clear-cut perceptions of any significant negative impact of International Tourism in Shimla can be attributed to :-

- i) The long history of hosting foreign tourists :- Ever since the colonial

days, the foreigner stereo-type is well enshrined in the minds of the people and the educated and westernised populace does not get a culture shock.

- ii) that most of the international tourists visiting Shimla are on a package tour of sites in and around Shimla and they have little direct contact with the residents.
- iii) the average period of stay of foreign tourists in Shimla town is very less usually 2-3 days.
- iv) Very little proportion of foreign tourists when compared to domestic tourists. The figure is 4.90% of total number of tourists.

Keylong on the other hand is a relatively new destination for international tourists. Most of the tourists coming to Keylong, halt for the night on way to either Manali or Leh. Others are on their way to Spiti and Kinnaur and might stay here to obtain Inner Line permit. The Chief motivation of travel for most foreign tourists here is to visit Buddhist Monasteries and Art and heritage sites. Personal communication with some foreign tourists in Keylong revealed the fact that they were interested in Buddhism and they come here apart from its peace and quiet because the area of Kinnaur, Lahaul-Spiti and Ladakh were perhaps the last bastions of original Buddhism in a fast modernising Buddhist culture Realm in South and South East Asia. The host-guest relationship at the present stage is of a healthy give and take and of non-interference in each others affairs. Most importantly, the religious type of tourists visiting Keylong is a very significant factor in the non-emergence of any substantial negative impacts of International tourism.

CONCLUSION :-

The results of the survey show that the perceptions of local populations at the two destinations are not group-differentiated but more or less homogeneous regarding the negative social and environmental impacts of international tourism. Though the two destinations are characteristically different from one another on the basis of level of tourism development but there does not exist any significant Intra-group and Inter-group differentiation of perceptions. It is the opinion of the majority of the surveyed population that International Tourism plays a positive role in improving international understanding and more tourists should come. Notwithstanding the present level of development in respective destinations, the respondents feel that

both development of tourist infrastructure and provision of better living conditions should receive equal priority in development process. However, it must be suggested that more caution should be exercised in nourishing international tourism in Keylong which is a more peripheral destination because negative and unsustainable impacts might be generated in the long run.

FOOTNOTES :-

- (1) ALLEN, N.J.R. *"Highways to the sky : The Impact of tourism on South Asian Mountain culture"* in S.C. Singh (Editor) (1989) *"Impact of Tourism on Mountain Environment"* ; Research India Publications ; Meerut ; pp. XI + 377 , page 297
- (2) ALLEN, N.J.R. op. cit. page 296
- (3) ZURICK, D.N. *" Adventure Travel and sustainable Tourism in Peripheral Economy of Nepal"* "A.A.A.G. vol. 82 (4) ; 1992 pp. 608 -628
- (4) MANSFIELD, Y. *"Group - Differentiated Perceptions of Social Impacts related to tourism development"* *Professional Geographer*, vol. 44 (4); 1992, pp. 377 - 391.

CHAPTER 5.

CONCLUSION

(INTERNATIONAL TOURISM & SUSTAINABLE DEVELOPMENT)

The Organisation of the present study derives from the social and environment impacts in the wake of International tourism in developing countries like India and the need for "sustainable development" paradigm to its study.

Tourism as a phenomenon, has over the last 200 years become increasingly diversified and even more fuzzy as a concept of academic treatment. Significant changes since World War II in tourism has resulted in mushrooming of tourist spaces everywhere and sociologically a distinct tourist type has emerged. Economically, the increasing significance of tourism as a item of world trade has made governments conscious of its monetary value and the tourist resources have been commercialised and marketed as attractive products.

Global Trends of International Tourism, demonstrate that it reinforces the existing structural inequalities between the developed and the developing nations. Developed countries are the major tourist generating and tourist receiving countries of the world. Recently, the developing countries have become the destinations of the affluent tourists from the advanced nations. In dire need of foreign exchange, many of the developing countries have recklessly promoted tourism. Apart from the problem of leakages, International tourism has made developing countries dependent on the developed countries for the supply of tourists. The economic advantages of International tourism to Third World countries are part of a package deal which also consists of social, economic and environmental disadvantages. The type and intensity of social, economic and environmental impacts, in these countries, depends on factors such as, the nature and the carrying capacity of the destination ; the type, intensity and pattern of tourist development ; the approach to planning, design and management and the ideology of the tourists. The presence of traditional lifestyles, fragile environments coupled with haphazard tourist development for economic ends and a culture shock resulting from affluent tourist - traditional host contact ; all combine to produce, tourism impacts, not always sympathetic but instead potentially threatening to the local setting. Such a Incompatibility situation is counter-productive to the growth of tourism industry.

Chapter One highlights that International Tourism has grown at a rapid pace since the World War II and it has in its wake given rise to many social, economic and environmental problems. Cumulatively these problems have a devastating effect on the settings of underdeveloped countries whose cultural and ecological fabrics

are fragile.

Chapter Two describes how tourism has remained a first world phenomena in terms of market and economic benefits, whereas the costs of international tourism are being borne by underdeveloped countries which haphazardly promote tourism for short-term economic gains. It is suggested that the future of International tourism in countries like India depends on the manner in which the tourist product is developed, promoted and marketed and to that effect the domestic political stability and economic atmosphere will be the pertinent factors.

Picking up the thread from here chapter Three has shown how Western Himalayas despite their rich tourism resource potential have inefficient Infrastructure to match the rising demands of tourists on one hand and environment on the other. The general economic backwardness and environmental fragility coupled with mismanagement and selfishness of entrepreneurs are the major hurdles for the tourism industry's inability to balance economic benefits and environmental stress.

The results of the Field study which were presented in Chapter Four show that the perceptions of the local population at Shimla and Keylong tourist destinations were more or less homogenous regarding the social and environmental impacts of International tourism. Majority opinion indicates that International tourism is promising for local communities and much more careful planning needs to be done in the development of tourist infrastructure and provision of better living conditions in the destinations.

The problems of International tourism in developing countries are an ideal case for understanding the general development process in these countries, which is beset with contradictions. The goals of environmental preservation and conservation are at logger-heads with the objective of fulfilling the basic subsistence needs of the population. Environmental Protection, though necessary, can not be carried out in the face of starvation of the populace. Similarly in the case of tourism, environmental degradation takes place because of the interests of tourism industry and needs of the government.

Since Development by means of Industrialisation is not possible in the hilly terrain of Western Himalayas, the government is left with a few alternatives to usher in economic change. Whatever development initiative that has been taken has led to permanent damage to environment through deforestation, soil erosion, landslides and construction projects. Cultural change resulting from contact with outsiders and interface with modern values have brought about for reaching changes in work, food and clothing habits. In such a situation tourism was

promoted as a vehicle for accelerating economic development of the state. Tourism, like other constituents of development necessarily produces a difference in attitudes and perceptions of the people. People who economically benefit from it are usually more tolerable of any negative consequences of tourism than others. Also Tourism like other facets of development increases the social and economic disparities among population, giving rise to class / group formation in the destination. The increasing differentiation of population produces more class and group differentiated responses to the negative consequences of tourism. A high level of class and / or group - differentiation is an unsustainable impact of tourism in the sense that it affects the fabric of society. More tourist means more tourist business and more migrants. Cumulative increase in the tourist volume, tourist business and in-migration creates more imbalances in the shape of: 1. Inequal distribution of economic benefits among the population. 2. Invasion of alien values and displacement of existing value systems. 3. Greater potentiality of intra-group and inter-group conflicts of attitudes. People no longer have a shared meaning of tourism. Group Homogeneity is necessary because in its absence, Differentiation of perceptions amongst community members becomes a threat to the social solidarity. Conflicting perceptions are highly damaging at the local level as such a cultural and social change is difficult to correct because cultures unlike eco-systems do not have the capacity to recover from the damage.

Although the perceptions in Shimla were not differentiated on the basis of groups at the time the present study was carried but the very fact that perceptions are stronger in Shimla than Keylong indicate that in future the degree of group-differentiation of perceptions of tourism impacts might increase.

The challenge for "sustainable development" paradigm in the third world generally and Western Himalayas, particularly is to devise strategies for minimising the tourism impacts. For this, the environmental agenda and the strategies of the sustainable development must focus attention on the local level situations by providing realistic options. Recognising the fact, that there are many social, economic and environmental limits to tourism development, sustainable tourism policies need to be framed for developing a more symbiotic relationship between Environment and Tourism.

There is also need to globalise sustainable tourism concept through various international fora such as United Nations. The recent Rio-Summit on Environment and Development by discussing the problems of Hill Areas Development has initiated a step in this direction.

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