



**A STUDY OF ENVIRONMENTAL AND
SUSTAINABLE TOURISM DEVELOPMENT**

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Introduction:

Sustainable tourism is an industry committed to making a low impact on environment and local culture, while helping to generate employment for local people. The aim of sustainable tourism is to ensure that development brings a positive experience for the local people. Tourism companies and the tourists themselves. But sustainable tourism is not the same as ecotourism. The pillars of sustainable tourism are environmental integrity, social justice and economic development. Sustainable tourism holds a long-term view, for present and future generations, ethically and socially just and culturally adapted, ecologically viable and economically sensible and productive.

The UN World Commission of Environment and Development adopted the idea of sustainability in the Brundtland report in 1987 and defined “sustainable development” as follows: “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. (UNEP, 1987) On the occasion of the United Nations Conference of Environment and Development (UNCED) at Rio de Janeiro in 1992, the concept behind this definition was developed to become a binding guideline for

general ecological, social and economic development for 179 countries within the Agenda 21.

Sustainable Development:

Sustainable development does not focus solely on environmental issues. More broadly, it encompasses the three general policy areas namely economy, environment and society.

Sustainable development means ensuring dignified living conditions with regard to human rights by creating and maintaining the widest possible range of options for freely defining life plans. The principle of fairness among and between present and future generations should be taken into account in the use of environmental, economic and social resources. Putting these needs into practice entails comprehensive protection of bio-diversity in terms of ecosystem, species and genetic diversity all of which are the vital foundations of life.

Models for Sustainable Development:

1. Three Es models: Economy, ecology and quality.
2. Three Pillar Basic Model - Economy, Environment and Society.
3. The egg of sustainability, (IUCN, 1994)

Principles: Some of the most important principles of sustainable tourism development include:

- Tourism should be imitated with the help of broad-based community-inputs and the community should maintain control of tourism development.
- Tourism should provide employment to its community and a linkage between the local businesses and tourism should be established.
- A code of practice should be established for tourism at all levels-national, regional and local-based on internationally accepted standards. Guidelines for tourism operations,
- Impact assessment, monitoring of cumulative impacts and limits to acceptable changes should be established.
- Education and training programmes to improve and manage cultural heritage and natural resources should be established.

Characteristics of Sustainable Tourism are:

- Sustainable Tourism tries its utmost to maintain the importance of local culture and tradition.
- It helps local people to knowing about the culture and civilisation of tourists.
- It is aimed to conserve the resources of destinations.
- It seeks deeper involvement of locals, which provide local people an opportunity and make their living.

Impact: Sustainable tourism can reduce the impact of tourism in many ways, including;

- Informing themselves of the culture, policies, politics, and economy of the communities visited
- Anticipating and respecting local cultures, traditions, expectations and assumptions
- Contributing to intercultural understanding and tolerance
- Supporting the integrity of local cultures by favouring businesses which conserve cultural heritage and traditional values
- Supporting local economies by purchasing local goods and participating with small, local business
- Conserving resources by seeking out business that are environmentally conscious, and by using the least possible amount on non-renewable resources.

Conclusion:

Sustainable tourism development is defined as the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The three pillar basic model and the egg of sustainability are important models of sustainable development.

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