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ABOUT US

WHITE BLACK LEGAL is an open access, peer-reviewed and refereed journal providededicated to express views on topical legal issues, thereby generating a cross current of ideas on emerging matters. This platform shall also ignite the initiative and desire of young law students to contribute in the field of law. The erudite response of legal luminaries shall be solicited to enable readers to explore challenges that lie before law makers, lawyers and the society at large, in the event of the ever changing social, economic and technological scenario.

With this thought, we hereby present to you

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SUSTAINABLE TOURISM AND CONTRIBUTION TO INDIAN ECONOMY – AN ANALYSIS¹

AUTHORED BY - DR. SHIVAKUMAR M.A

1. Introduction²

The Ministry of Tourism's India Tourism Statistics 2022 states that the travel and tourism sector created 79.86 million jobs in 2022, to increase and facilitate travel to India, the government has placed significant emphasis on ground transportation and international openness. Stronger visa policies and an e-tourist visa have produced an increase in arrivals in 2017-18. Addressing tourist service infrastructure, security and environmental sustainability concerns are also key to achieving India's travel and tourism potential.³ This tourism may be based on cultural, historic, and social attractions of an urban or rural centric on the appeal of different environment. It is now one of the most important emerging industries of India. Tourism in India is an important foreign exchange earner. Tourism not only fetches foreign exchange, it has great potential to provide employment to the trained, skilled, and unskilled workers. Tourism is recognized as a powerful engine for economic growth and employment generating in the country. India's travel and tourism sector ranks 7th in the world, tourism contributed 10.4% of world GDP and generated 10% of the world jobs. In India, tourism contributes about 5.92% to the GDP and generates 9.24% (around 49.8 million) jobs as per the Karnataka vision group report, if the State invests Rs. 85,000 cr. in the next 10 years, it can generate 4.3 lakh jobs in the tourism sector. Tourism's impact on environment is very minimal and it creates jobs and entrepreneurial opportunities for the people at the bottom of the pyramid, especially women, youth and rural people. Tourism is one of the main driving forces behind the preservation and conservation

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² Research paper presented at International Conference at BMS College of Law, Bangalore, held on 12th October 2019, and same has been published in International Journal of Advance and Innovative Research, Vol-6, issue 4(1) Nov-Dec-2019 (Conference Special Part-2) –Now same has been revised.

³ World Economic Forum, committed to improved the State of the World “Incredible India 2.0” http://www3.weforum.org/docs/White_Paper_Incredible_India_2_0_final_.pdf

of heritage, culture and ecology.⁴

The sector accounts for 9.3% of the country's total jobs. India's Travel and Tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5% in 2016. A further 6.9% growth is forecast for 2018. The World Tourism and Travel Council (WTTC)⁵ said India's figures are predominantly generated by domestic travel, which accounts for 88% of the sector's contribution to GDP in 2019. Visitor exports, money spent by foreign travelers in India, only represents 12% of tourism revenues and in 2016 totaled Rs 1.5 trillion (USD22.8bn).⁶

2. The Concept and Development of Tourism in India

Tourism in its modern form is not the same as travels of the early periods of human history. In the language of Jews, the word 'Torah' means study or search and 'tour' seems to have been derived from it. In 'Latin' the original word 'Tornos' stands close to it. 'Tornos' was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, 'Paryatan' means leaving one's residence to travel for the sake of rest and for seeking knowledge. 'Deshatan' is another word which means travelling for economic benefits. 'Tirthatan' is the third equivalent which means travelling for religious purposes. The World Travel and Tourism Council has identified India as one of the foremost growth centers in the world in the coming decades. Domestic tourism is estimated to be much higher than that of International tourism has been rising rapidly.⁷

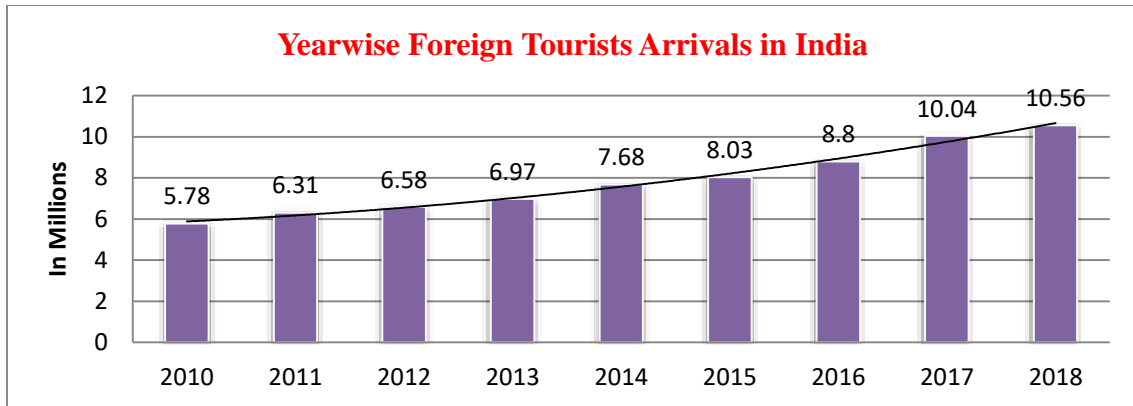
⁴ The Hindu Daily English New Paper, "Tourism can help communities build a better future by offering them jobs" p.no.2, dated 28.09.2019

⁵ The World Travel & Tourism Council (WTTC) is the body which represents the Travel & Tourism private sector globally. Our Members include over 170 CEOs, Chairs and Presidents of the world's leading Travel & Tourism companies from all geographies covering all industries. more information available at: <https://www.wttc.org/> last visited on 27.09.2019.

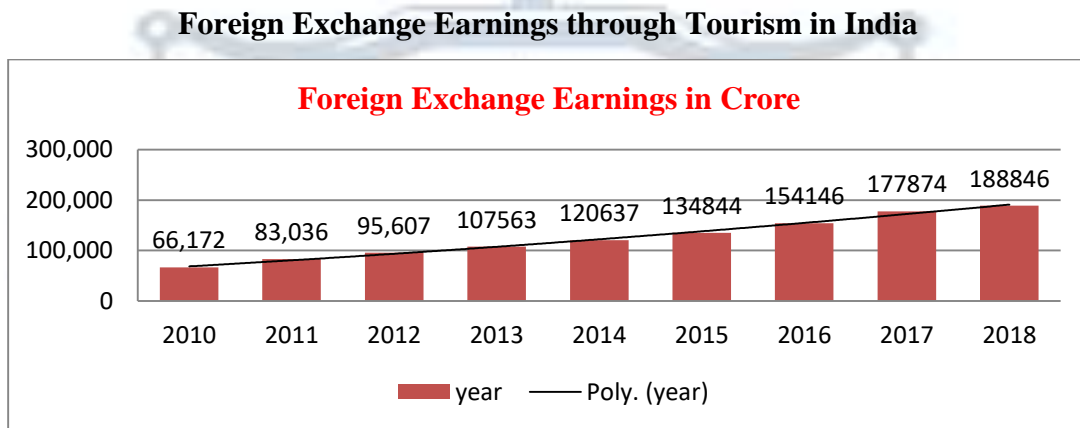
⁶ The Economic Times (Travel) by Anumeha Chaturvedi, dated 4th April 2018, available at http://economictimes.indiatimes.com/articleshow/58011112.cms?from=mdr&utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst visited on 22.08.2019.

⁷ Majid Husain 'Geography of India' Mcgraw Hill Education (India) Private Limited, Chennai, 7th edn, 2017, page no. 11.58

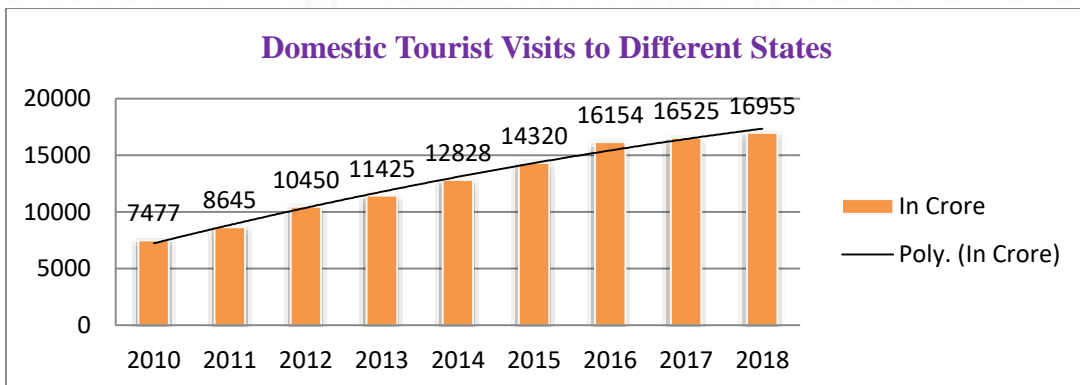
Trends in Tourism Statistics



Source: Ministry of Tourism, Government of India



Source: Ministry of Tourism,⁸Government of India



Source: Ministry of Tourism, Government of India

⁸Ministry of Tourism, Govt. of India, http://tourism.gov.in/Digital_book_MOT/HTMLPage.htm#features/7 last visited on 30.07.2023

Financial Performance during 2017-18

SL No	Scheme/Head (Revenue)	Final Grant (Amount in Crore)	Expenditure (Amount in Crore)
1	Information and Communication Technology	24.16	24.15
2	Capacity Building for Service Providers	39.95	39.83
3	Domestic Promotion in Publicity including Hospitality	90.00	89.84
4	Overseas Promotion in Publicity including MDA	273.37	271.46
5	Swadesh Darshan	943.95	943.78
6	PRASAD	99.95	99.93
	Total	1691.00	1687.06

Source: Ministry of Tourism, Government of India.

3. Concept of Sustainable Tourism

Sustainable tourism seeks to meet three over-arching goals: to improve the quality of life for host communities; to achieve visitor satisfaction; and to protect natural resources in destination countries, sustainable tourism as that which meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

Above definition shows the influence of the Brundtland Commission's Report to the United Nations in 1987. The Brundtland Report Our Common Future (World Commission on Environment and Development [WCED] 1987) focused business and government attention on the need to address global environmental issues and related economic-social factors, using a long-term perspective.⁹ In

⁹ United Nations Report of the World Commission on Environment and Development on "Our Common Future 1987 (A Global Agenda for Change) (WCED, 1987: 49) chaired by Gro Harlem Brundtland, report available at <https://sustainabledevelopment.un.org/milestones/wced> last visited on 02.08.2019..

Johannesburg in 2002,¹⁰ which defines responsible tourism as having the following characteristics,

- (a) Minimizes negative economic, environmental, and social impacts;
- (b) Generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions, and access to the industry;
- (c) Involves local people in decisions that affect their lives and life chances;
- (d) Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- (e) Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social, and environmental issues;
- (f) Provides access for physically challenged people; and
- (g) Is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.¹¹

Another area of strong research interest that is closely related to sustainable tourism and responsible tourism is ecotourism, a practice that is argued to be oriented towards the achievement of sustainability.¹² Tourism is a major phenomenon of the modern society, which has emerged as an economic immense global importance. Tourism has found a niche for itself as an effective instrument generating employment, earning revenue and foreign exchange, enhancing environment preservation, rejuvenation of the culture and tradition and thereby facilitation overall development.¹³

The UN World Tourism Organization defined sustainable tourism as ‘leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems’. Later

¹⁰ The World Summit on Sustainable Development (Johannesburg Declaration) held in 2002 issue on environmental degradation caused by human actions to achieve speedy growth. For more information available at <http://www.sulabhinternational.org/the-world-summit-on-sustainable-development-johannesburg-2002/> last visited on 27.09.2019.

¹¹ The concept of Sustainable Tourism, indicators and its impacts on tourism defined by UNWTO, available at <http://www.greentourism.eu/en/Post/Name/SustainableTourism> last visited 27.09.2019.

¹² Joseph E. Mbaiwa & Amanda L. Stronza “The Challenges and Prospects for Sustainable Tourism and Ecotourism in Developing Countries” p.2 (The SAGE Handbook of Tourism Studies) London, 2009 available at http://iproxy.inflibnet.ac.in:2063/reference/download/hdbk_tourism/n19.pdf last visited on 1.08.2019.

¹³ S Venu Kumar and K.S Chandra Shekar “Sustainable Dimensions of Tourism Management” Mittal Publications, New Delhi, 2006, at p.no. 75

in 1992, the 'Earth Summit'¹⁴ in Rio established the triple principles of environmental, economic and social sustainability. Since then, the principles of sustainable tourism have been adopted by the tourism industry worldwide. Sustainable tourism implies minimizing the negative and maximizing the positive impacts (social, cultural, economic, environmental and governance related) of all forms and activities of tourism on

- (i) Environment;
- (ii) Local Communities (including marginalized and vulnerable communities like adivasis, dalits, children and women);
- (iii) Heritage (cultural, natural, built, oral, intangible); and
- (iv) Inclusive economic growth.¹⁵

4. Classification of Tourism Places in India

The tourist's places are of many types because of their location in different geographical regions, diverse characteristics of their sites, and a scope for a variety of tourist activities. These are classified to sum up their attractions and amenities as the bases of tourism. However, there are many tourist centers which are multifunctional and offer a combination of attractions in their environment, general classification of Tourism places such as (a) Nature Tourism, (b) Hill Stations, (c) Historic Monuments and Archaeological Sites (d) Cultural and Religious Tourism, (e) Sea Beaches, (f) Adventure Tourism, (f) Rural Tourism,¹⁶ and (h) Medical Tourism.¹⁷

5. Sustainable Tourism Criteria for India Committee

In India, the tourism sector is based on its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. The challenges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers, together with

¹⁴ The United Nations Conference on Environment and Development (UNCED), also known as the Rio de Janeiro Earth Summit, the Rio Summit, the Rio Conference, and the Earth Summit, held in Rio De Janeiro from 3 to 14 June 1992.

¹⁵ Ministry of Tourism, Government of India, Report of the Working Group on Tourism for 12th Five Year Plan (2012-17) at http://planningcommission.nic.in/aboutus/committee/wrgrp12/wgrep_tourism.pdf last visited on 27.07. 2019.

¹⁶ The Ministry of Tourism explains Rural Tourism as "Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefitting the local community, economically and socially, as well as enabling interaction between the tourists. For further information, available at Prof. K Vijaya Babu and Mr. Jayaprakashnarayana Gade, 'Tourism in India' Zenon Academic Publishing, Hyderabad, p.89, (2014)

¹⁷ Majid Husain 'Geography of India' Mcgraw Hill Education (India) Private Limited, Chennai, 7th edn, 2017, page no. 11.59

safeguarding the economic interest and heritage of local communities. The importance of Sustainable Tourism worldwide has increased significantly due to the impact of increased human activity on climate. Nevertheless, it is necessary that the negative impact of the Tourism industry is not enlarged unrealistically. Full advantage can then be drawn from the potential of tourism for inclusive growth, with livelihood support to the poor, most disadvantaged, women and youth.

Sustainable tourism implies minimizing the negative and maximizing the positive effects of all forms and activities of tourism on:

- (a) Environment
- (b) Local Communities
- (c) Heritage (cultural, natural, built, oral, intangible)
- (d) Inclusive economic growth

Recognizing its role in promoting Sustainable Tourism, the Ministry of Tourism, Government of India, had, as far back as 1998, extensively deliberated with the industry and other stakeholders to formulate the wide-ranging “Ecotourism in India – Policy and Guidelines”, covering:

- (a) Eco tourism definition;
- (b) Eco tourism resources of India;
- (c) Policy and Planning; and
- (d) Environmental Pledge.

Around that time, the United Nations Environment Programme (UNEP) and UNWTO brought out a publication entitled “Making Tourism More Sustainable – A Guide for Policy Makers”. This lists the following aims of an agenda for sustainable tourism

- (a) Economic Viability;
- (b) Local Prosperity;
- (c) Employment Quality;
- (d) Social Equity;
- (e) Visitor Fulfillment;
- (f) Local Control;
- (g) Community Wellbeing;

- (h) Cultural Richness;
- (i) Physical Integrity ;
- (j) Biological Diversity;
- (k) Resource Efficiency; and
- (l) Environmental Purity.¹⁸

6. Government of India Initiative to Development of Tourism

The Ministry of Tourism is the Nodal agency for the formation of national policies and programmes and for the coordination of activities of various Central Government Agencies, State Governments/UTs and the private sectors for the development and promotion of tourism in India. The following schemes initiated by the Ministry for the development of tourism in India those are follows,¹⁹

(a) Incredible India

An international marketing campaign was initiated by the Tourism Ministry to promote tourism in India for the global audience in 2002. The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality etc. The campaign was conducted globally and was highly appreciated. In 2009, to educate the local population regarding good behavior and etiquette when dealing with foreign tourists, a special campaign was launched by the Ministry. The famous T.V. Advertisement title 'Atithi Devo Bhava'.

Since its inception, the slogan 'Incredible India' has been widely applied for describing not only India's spectacular tourism resources, but also the economic miracle of GDP growth surpassing 7%. Ministry of Tourism launched the new Incredible India website²⁰ on 14th June 2018, and the Incredible India Mobile App on 27th September 2018. The website and app showcases India as a holistic destination, revolving around major experiences, such as, spirituality, heritage, adventure, culture,

¹⁸ Sustainable Tourism for India, Criteria and Indicators as part of initiation under 'Incredible India' published by Ministry of Tourism, The Government of India-<https://tourism.gov.in/sites/default/files/2020-01/Document.pdf> (Last visited 28.02.2024)

¹⁹ Press Information Bureau, Ministry of Tourism Government of India, information available at <https://pib.gov.in/newsite/PrintRelease.aspx?relid=186799> last visited on 20.08.2019.

²⁰ Incredible India website launched by Ministry of Tourism, Government of India, to access information at <https://www.incredibleindia.org/content/incredible-india-v2/en.html> last visited on 19.09.2019.

yoga, wellness and more. The website follows the trends and technologies of international standards with an aim to project India as a “must-visit” destination.

(b) Swadesh Darshan Yojana

The Ministry of Tourism (MoT) launched the Swadesh Darshan Scheme on 9th March 2015, for integrated development of theme-based tourist circuits in the country.²¹ This scheme is envisioned to synergies with other Government of India schemes like Swach Bharath Abhiya, Skill India, Make in India etc., with the idea of positioning the tourism sector as a major engine for job creating, driving force for economic growth, building synergy with various sectors to enable tourism to realize its potentials. Under the scheme, 15 thematic circuits have been identified, for development namely North-East India Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Trithankar Circuit and Sufi Circuit. 67 projects across different States/UTs worth 5638.87 Crore have been sanctioned till 2017-18.²² A total number of 07 projects have been sanctioned during 2018-19 for a total amount of Rs.384.67 Crore.

(c) Special Tourism Zone

The main objective of the scheme is to creation of ‘Special Tourism Zone’. It partnership with the States was announced in the Budget for 2007-18. Creation on Special Tourism Zones would lead to overall development of the areas and offer diverse tourism experience which would help in creating livelihood and improve standards of local communities living in those areas.

The States including Kerala, Goa, Gujarat and Maharashtra etc. have been identified as Special Tourism Zones for the growth of the regions Bekel, Malabar and Wayanad regions in Kerala, Kevadia in Gujrat, Commonwealth village in Delhi, Kundil Manesar-Palwal in Haryana, Gorai-Manori-Uttan, Manandargarh and Sindhudurg in Maharashtra, Manali and Kullu in Himachal Pradesh. The implementation of Tourist Visa on Arrival system by the government contributed to the enormous

²¹ Swadesh Darshan: Scheme Guidelines for Integrated Development of the Theme – Based Tourist Circuits in the Country, Ministry of Tourism, Government of India, available at <http://tourism.gov.in/sites/default/files/Other/Guidelines%20final.pdf> last visited 02.08.2019.

²² Ministry of Tourism, Government of India, for more information available at http://tourism.gov.in/Digital_book_MOT/HTMLPage.htm#features/7 last visited on 31.07.2019.

growth rate of the foreign tourist arrivals to the country. This system enabled with Electronic Travel Authorisation (ETA) Scheme was launched on 27-11-2014. This is for citizens of 43 countries to travel to India for tourism for a short stay of 30 days.

(d) International Buddhist Conclave (IBC) 2018

Ministry of Tourism organized the International Buddhist Conclave-2018 (IBC-2018) on the theme “Buddha Path—The Living Heritage” in collaboration with the State Governments of Maharashtra, Bihar and Uttar Pradesh. The Hon’ble President of India inaugurated the International Buddhist Conclave-2018 (IBC-2018) at Vigyan Bhawan, New Delhi on 23rd August, 2018 at New Delhi. The event was followed by site visits to Ajanta (Maharashtra), Rajgir, Nalanda & Bodhgaya (Bihar) and Sarnath (Uttar Pradesh). Japan was the ‘Partner Country at IBC-2018.

(e) Paryatan Parv

The Ministry of Tourism and collaboration with other Central Ministers, State Governments and Stakeholders organized a Paryatan Parv., it was organized from 5th October to 25th October with the objectives to focus on the benefit of tourism, showcasing cultural diversity and reinforcing the principle of ‘Tourism for All’. The programme focused on encouraging Indians to explore their own country (Dekho Apna Desh). Tourism events such as interactive sessions and workshops on skill development and innovation in the sector would be conducted across all states. Paryatan Parv culminated in a Grand Finale at the Rajpath Lawns, New Delhi from 23rd to 24th October 2017.

(f) Adopt a Heritage Scheme

The ‘Adopt’ a Heritage Scheme of the Ministry of Tourism was launched on World Tourism Day i.e. 27th September 2017 by the President of India. Thereafter, Ministry of Tourism invited Private Sector Companies, Public Sector Companies and Corporate individuals to adopt the sites and to take up the responsibility for making our heritage and tourism more sustainable through conservation and development. This scheme envisages developing monuments, heritage and tourist sites across India and making them tourist friendly to enhance their tourism potential and cultural importance, in a planned and phased manner.

The Ministry of Tourism is close collaboration with Ministry of Cultural and Archaeological Survey

of India (ASI) which envisages developing monuments, heritage and tourist sites across India and making them tourist friendly to enhance their tourism potential and cultural importance, in a planned and phased manner. The project primarily focuses on development and maintenance of world-class tourist infrastructure and amenities which includes basic civil amenities and advanced amenities like cleanliness, public Conveniences, Ease of access, secure environment, illumination and night viewing facilities for an overall inclusive tourist experience that will result in more footfall from both domestic and foreign tourists. Seven shortlisted companies were given 'Letter of Intent' for 14 monuments under 'Adopt a Heritage Scheme' for development of 'Monuments Mitras'.

(g) Prasad (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASAD) Scheme

Pilgrimage Rejuvenation and Spirituality Augmentation Drive (PRASAD) was launched in 2015. It was to identify and develop pilgrimage tourist destinations on the principles of high tourist visits, competitiveness and sustainability to enrich the religious tourism experience. Originally 12 cities were selected for the same but it was increased to 25. Recently Gangotri, Yamunotri, Amarkantak, Parsanath have been included in the list of sites under PRASAD scheme bringing the number of sites under the scheme to 41 in 25 states. 24 projects in different States/UTs worth 727.16 Crore have sanctioned till 2017-18.²³ It aims at integrated development of pilgrimage destinations in planned, prioritized and sustainable manner to provide complete religious tourism experience. It focuses on the development and beautification of the identified pilgrimage destinations.

(6) Sustainable Tourism and Sustainable Development Goals (SDGs)

The year 2015 has been a milestone for global development as governments have adopted the 2030 Agenda for Sustainable Development, along with the Sustainable Development Goals (SDGs).²⁴ The bold agenda sets out a global framework to end extreme poverty, fight inequality and injustice, and fix climate change until 2030. Building on the historic Millennium Development Goals (MDGs),²⁵

²³ Ibid.,

²⁴ The Sustainable Development Goals (SDGs), 17 goals also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. For more information available at <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html> last visited on 22.08.2019.

²⁵ The United Nations Millennium Development Goals are eight goals that all 191 UN member states have agreed to try to achieve by the year 2015. The United Nations Millennium Declaration, signed in September 2000 commits world leaders to combat poverty, hunger, disease, illiteracy, environmental degradation, and discrimination against women. For

the ambitious set of 17 Sustainable Development Goals and 169 associated targets is people-centered, transformative, universal and integrated. Tourism has the potential to contribute, directly or indirectly to all of the goals. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and Sustainable Use of Oceans and marine resources, respectively. Sustainable Tourism is firmly positioned in the 2030 Agenda. UNWTO developed the 'Tourism for SDGs platform' with aimed to policy makers, international organizations, academia, donors, companies and all tourism stakeholders and encourages them to engage in SDG implementation strategies.²⁶

Goal-8, Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work For All. Tourism is one of the driving forces of global economic growth, and currently accounts for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society- particularly youth and women- can benefit from enhanced skills and professional development. **Goal-12, Ensure sustainable Consumption and Production patterns.** A tourism sector that adopts sustainable consumption and production (SCP) practices can play a significant role in accelerating the global shift towards sustainability. The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) aims at developing such SCP practices including resource efficient initiatives that result in enhanced economic, social and environmental outcomes.

Goal-14, Conserve and sustainably use the oceans, seas and marine resources for sustainable development. Coastal and maritime tourism, tourism's biggest segments, particularly for Small Island Developing States' (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of integrated Coastal Zone Management in order to help conserve and preserve fragile ecosystems and serve as a vehicle to promote the blue economy, in line with target 14.7: **"by 2030 increase the economic benefits of SIDS and LCDs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism"**.

more information available at https://www.who.int/topics/millennium_development_goals/about/en/ last visited on 20.08.2019.

²⁶Tourism and Millennium Development Goals, published by United National World Trade Organization <http://icr.unwto.org/en/content/tourism-millennium-development-goals-mdgs> last visited on 20.09.2019.

Tourism’s role in achieving the 17 Sustainable Development Goals (SDGs) can be significantly strengthened when sustainable development becomes a shared responsibility and moves to the core of policies and business decision-making within the tourism sector. The World Tourism Organization (UNWTO) and the United Nations Development Programme (UNDP) are committed to inspire leadership and facilitate collaboration among all stakeholders to advance the contribution of tourism to the SDGs and the targets of the 2030 Agenda. The United Nations General Assembly designation of 2017 as the International Year for Sustainable Tourism for Development sets the ideal stage for the sector to reflect on its role and embark on a common journey towards 2030; a journey guided by the SDGs as reflected in the commitment of all UNWTO member states at the 22nd UNWTO General Assembly to the Chengdu Declaration²⁷ on Tourism and the Sustainable Development Goals. As an early initiative to examine how tourism is portrayed in national SDG strategies, a frontier research on countries’ efforts on the implementation of the 2030.²⁸

(7) Tourism and its impacts

Tourism and its impacts on various sectors, including positive and negative impact on Economic, Commercial, Physical environment, Social/ Culture and Psychological, the following table demonstrate the trends of impacts on above factors,

Possible Impacts of Tourism

Type of Impact	Positive	Negative
Economic	(a) Creation of employment (b) Increase in labour supply (c) Increase in standard of living (d) Generating income	(a) Price increases during event (b) Real estate speculation (c) Failure to attract tourists

²⁷ World Tourism Organization (UNWTO) Member States, gathered at 22nd session of the General Assembly of the in Chengdu, China, on 13-16 September 2017, endorses the outcome document of the UN Conference on Tourism and Sustainable Development Goals, for more information available at http://cf.cdn.unwto.org/sites/all/files/pdf/13.09.17_unwto_ga22-hl_chengdu_declaration_final_clean_pdf last visited on 20.08.2019.

²⁸ Tourism for SDGs Platform Strategies by available at <http://tourism4sdgs.org/tourism-for-sdgs/tourism-in-national-sdg-strategies/> last visited on 23.08.2019.

	<ul style="list-style-type: none"> (e) Sources of foreign exchange earnings (f) Preservation of National heritage and Environment (g) Developing infrastructure (h) Promoting peace and stability 	<ul style="list-style-type: none"> (d) Better alternative investments (e) Inadequate capital (f) Inadequate estimation of costs of event
Commercial	<ul style="list-style-type: none"> (a) Increased awareness of the region as a travel/tourism destination (b) Increased knowledge concerning the potential for investment and commercial activity in the region (c) Creation of new accommodation and tourist attractions (d) Increase in accessibility 	<ul style="list-style-type: none"> (a) Acquisition of a poor reputation as a result of inadequate facilities, (b) improper practices or inflated prices (c) Negative reactions from existing enterprises due to the possibility of new competition for local manpower and government assistance.
Physical/ environmental	<ul style="list-style-type: none"> (a) Construction of new facilities (b) Improvement of local infrastructure (c) Preservation of heritage 	<ul style="list-style-type: none"> (a) Ecological damage (b) Changes in natural processes (c) Architectural pollution (d) Destruction of heritage (e) Overcrowding
Social/ Cultural	<ul style="list-style-type: none"> (a) Increase in permanent level of local interest and participation in types of activity associated with event (b) Strengthening of regional values and traditions 	<ul style="list-style-type: none"> (a) Commercialization of activities which may be of a personal or private nature (b) Modification of nature of event or activity to

		accommodate tourism Potential increase in crime (c) Changes in community structure Social dislocation
Psychological	(a) Increased local pride and community spirit (b) Increased awareness of non-local perceptions	(a) Tendency toward defensive attitudes concerning host region (b) Culture shock (c) Misunderstanding leading to varying degrees of host/visitor hostility. ²⁹

(8) National Tourism Policies and Development of Tourism

The First Tourism policy was announced by the Government of India on November 1982.³⁰ The mission of First Tourism Policy was to promote sustainable tourism as means of economic growth, social integration and to promote the image of India. This policy also gives importance to conservation of heritage, natural environment, development and promotion of tourist products. The Government of India introduced new Tourism Policies under various five years plans for development of Tourism, generating income and protection environment including sustainable tourism. Five years plans including Seventh Five Years Plan (1985-1989), Eight Five Years Plan (1992-1997), National Tourism Policy, 2002,³¹ Tenth Five Years Plan (2002, 2007) Eleventh Five Years Plan (2007-12) Twelfth Five Years Plan (2012-2017) and 13th Five Years Plan (2017-2022).

Further, it is estimated that India's tourism sector will grow at 7-9% CAGR in the coming decade. By

²⁹ Shiji.O "Economic Impact of Tourism in India" International Journal of Social Science Vol.5, Issue 1, 35-46 March 2006, available at <http://ndpublisher.in/admin/issues/IJSSV5N1f.pdf> last visited on 11.08.2019.

³⁰ A National Policy on tourism highlighting the importance of the sector and the objectives of tourism development in the country was presented in the parliament in 1982.

³¹ National Tourism Policy 2002 published by Ministry of Tourism, its available at <http://tourism.gov.in/sites/default/files/policy/National%20Tourism%20Policy%202002.pdf> last visited on 26.08.2019.

2030, it will contribute \$ 250 Bn to \$56 Bn\$ in foreign exchange earnings and 25mn foreign arrivals to GDP, creating 137 million jobs.

The Government is committed to realizing the potential of the tourism sector sustainably to ensure that the tourist spots and wildlife- sensitive places are preserved for a long so that future generations also visit them. Toward this end, the government has taken various steps, those are,

- (a) National Strategy for Sustainable Tourism;
- (b) National Strategy for Eco tourism;
- (c) Draft National Tourism Policy 2022;
- (d) Travel for LiFE Campaign;
- (e) Swadesh Darshan Scheme 2.0;
- (f) Sustainable Tourism for India Criteria and Indicators; and
- (g) Policies of States.

(9) Conclusion

Tourism is a major driver of economic growth globally. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote 'incredible India'. For a developing country like India which is on the path of modern economic growth through structural transformation of the economy, tourism is the right vehicle. Tourism is a major driver of economic growth globally. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote 'incredible India'. For a developing country like India which is on the path of modern economic growth through structural transformation of the economy, tourism is the right vehicle. Tourism is a major driver of economic growth globally. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote 'incredible India'.

Thus to conclude, that Indian tourism has a vast potential for generating income as well employment and foreign awareness, since it is multi-dimensional oriented and it should be promoted by all

divisions of the Central Government and State Government, Private sector and voluntary organizations become active partners in the attempt to attain sustainable development of tourism of country, at the same time government should formulate and design policies, laws, and commitment at national and international level related to development of sustainable tourism industry as well as generation of economic and employment growth throughout in India. The tourism industry in India is confronted with many problems some of the problems of the tourist industry are given below,

- (i) Lack of adequate infrastructure (transport, banking, and hotels);
- (ii) Complex visa formalities;
- (iii) Multiplicity of taxes;
- (iv) Safe and security of the tourists;
- (v) Lack of qualified tourist guides; and
- (vi) Absence of participation of the people.

The following points are the ways develop the responsible tourism and promote sustainable tourism those are as follows,

Ecotourism is a socially responsible travel that focuses on:

- (a) Protecting natural habitats;
- (b) Developing natural areas;
- (c) Environmental sustainability;
- (d) Protecting the natural environment;
- (e) Finding ways to benefit local communities;
- (f) Respecting their culture; and
- (g) Educating travelers about the importance of responsible travel.

Some ways to promote sustainable tourism include:

- (a) Traveling to less-visited destinations;
- (b) Investing in sustainable travel gear;
- (c) Getting involved and educated;
- (d) Supporting the right businesses;
- (e) Spreading awareness of regulations and laws; and
- (f) Thoughtful travel for a better future.