

# *Chapter-1 Introduction*

## *concept of STD*

### ❧ *Nature and Characteristics of STD*

- ❧ The concept of sustainable tourism is a phenomenon of the 1990s.
- ❧ **Sustainability**- is derived from Latin word 'sustenerere' means to sustain/maintain.
- ❧ Sustainability is the ability of an ecosystem to maintain a certain level of performance without damaging essential ecological integrity of the system.
- ❧ **Sustainable Development** which meets our needs today without compromising the ability of people in the future to meet their needs.
- ❧ Thus taking a longer perspective and implies a need for intervention and planning.
- ❧ There is no widely accepted definition of sustainable tourism.
- ❧ It could be suggested that sustainable tourism emphasizes the environmental, social and economic elements of the

## ❧ characteristics of Sustainable Tourism

### ❧ ST should:

- ❧ It encourages an understanding of impacts of tourism on the natural, cultural, environment.
- ❧ It generates local employment (directly and indirectly) in tourism and various other support and resource management sectors.
- ❧ It stimulates benefits to domestic industries and other lodging, restaurants, transportation, handicrafts and guide services.
- ❧ It diversifies local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient.
- ❧ It stimulates improvement to local transportation, communication and other basic community infrastructures.
- ❧ It creates recreational facilities, preservation of archaeological sites and historic buildings that can be

- ✧ It has social equity and community involvement and is mindful of human being needs.
- ✧ It employs locals and has local participation in planning and decision-making.
- ✧ It operates within limits of resource (minimize impacts, effective energy and waste management and recycling technique).
- ✧ It maintains full range of recreational, educational, cultural opportunities within and across generations.
- ✧ It is based upon activities or designs, which reflect and respect the character/values of a destination.
- ✧ It allows the guest to gain an understanding of the region visited and which encourages guests

- Sustainable tourism emphasizes three important features:
- **Quality**—it provides a quality experience for visitors while improving quality of life of host community and protecting quality of env't.
- **Continuity**—it ensures the continuity of resources and culture of the host community with quality experiences for visitors.
- **Balance**—it balances the needs of tourism industry, supporters of environment and local community that deals with mutual goals and cooperation among visitors, host community and environment.
- Thus, well-managed high-volume tourism ought to be just as sustainable as small-scale <sup>5/29/2020</sup> due to

## *Principles of Sustainable Tourism Management*

- Sustainable tourism development requires the informed participation of all relevant stakeholders as well as strong political leadership to ensure wide participation and consensus building.
- Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing preventive and corrective measures whenever necessary.
- Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst tourism role players.

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve resources and biodiversity.
- Respect socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to hosts and contributing to poverty alleviation.

5/29/2020

■ The satisfaction of tourists and preservation of



# Sustainable tourism: an answer for mass tourism



Photos and videos of Sistine Chapel



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The Sistine chapel....no cameras allowed... (lawsyinsa, Apr 2010)



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annual trek to a shrine in the Amarnath cave, 3,800 meters (12,800 feet) up in the Himalayas

# The 12 aims or parameters of STD

❧ 1. Economic viability

❧ 2. Local prosperity

❧ 3. Employment quality

❧ 4. Social equity

❧ 5. Visitors fulfillment

❧ 6. Local control

❧ 7. Community wellbeing

❧ 8. Cultural richness

❧ 9. Physical integrity

❧ 10. Biological diversity

❧ 11. Resources efficiency

❧ 12. Environmental purity

**Economic dimension**

**Social dimension**

**Environmental dimension**



## ■ Economic Viability

- Economic viability and competitiveness of tourism destinations and enterprises are able to continue to prosper and deliver benefits.
- Despite growing global tourism markets, many enterprises struggle and there is considerable rate of business turnover.
- Viability of tourism destinations and individual enterprises depends on ability to identify markets that will continue to deliver long-term business to understand what potential consumers are looking for and to adapt to trends and changes in source market.
- It requires effective and ongoing market research to guide tourism development as a whole and realistic with market assessment.
- Long-term viability needs satisfied visitors who return and recommend others to visit that meets/exceeds expectations.

- ❧ There should not be unnecessary regulatory burdens on enterprises or administrative inefficiency and taxation system.
- ❧ A stable and supportive political climate is a prerequisite for economic sustainability, effective market access and promotion.
- ❧ Adapting to new forms of market access, reliable labour supply and making the best possible use of information technology.
- ❧ Travel advice relating to safety issued by governments in source countries can have a considerable impact on the performance of tourism economy in recipient countries and environmental quality.
- ❧ The attractiveness of natural and cultural