



INTERNATIONAL JOURNAL OF PHARMACEUTICAL RESEARCH AND BIO-SCIENCE

REDEFINING TOURISM

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Accepted Date: 19/11/2014; Published Date: 27/12/2014

Abstract: It still remains in identified as when the tourism started, it's an age old phenomena linked with the human civilization. Long ago people use to travel with their animals and cartage along with the family and associates to different location for adventure and recreation purpose. With the advancement in means of transportation, the tourism started catching up as most popular means of recreation. With the modernization, different organization or bodies gave their definition to these popular activities. Tourism has become a most popular global leisure activity. This can be domestic or international tourism has both incoming and outgoing implication on country's economy. For some countries it is a major source of income. In 2012, international tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in the history. It is the fastest growing industry to-day. During initial phases of this phenomenal growth, a due attention was not paid to the ecological balance and socio economical and cultural conservation resulting from vast development of tourism. Soon this was recognized and in 1982 world tourism organization came out with the concept of "Sustainable tourism - envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can fulfilled while maintaining the cultural integrity, essential ecological processes, biological diversity and life support systems." This concept was further redefined as ecological tourism or Ecotourism which contemplate as - is responsible travel to fragile, pristine, and usually protected areas that strive to be low impact and (often) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights. The Key focus areas are - environment preservation, benefit of economic development to local community and conservation of socio-cultural traditions. This is pretty much simple and by large in the interest of the society we live on the whole in the global interest. Hence for why not all plans and developments follow the path of Ecotourism.

Keywords: Tourism, Phenomenal growth



PAPER-QR CODE

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Access Online On:

www.ijprbs.com

How to Cite This Article:

Archana Mishra, IJPRBS, 2014; Volume 3(6): 174-182

INTRODUCTION

Depending upon the purpose and objectivity the tourism has been developed into various specialized streams such as - Cultural tourism, Heritage tourism, Medical tourism, Natural tourism, Religious tourism, wildlife tourism, and so on. Because of its well recognized economic importance in national earning, development activity are planned suitably.

Uncontrolled and unaware tourist visit to nature areas and historic site or any other place of tourist attraction for that matter shall lead to destruction or some time destroy the basic object which can never be regain or reestablished by any means. Hence this is highly important to plan and implement a strategic management technique for safe guarding the tourist attraction from inflow of the visitors. It is well understood; with the increase of visitors in any tourist site some change is inevitable. Sole effort should be towards sustaining the change to minimum from its original state. This effort of protection and conservation is known as sustainable tourism which is a common factor for all format of tourism. We shall examine the different types of tourism developments and try to establish its significance on future growth of tourism.

Religious or Pilgrimage Tourism: India s famous for its temples and that is the reason that among the different kind of tourism in India, pilgrimage tourism is the most popular. Kumbh Mela and Urse at Ajmer are prominent where pollution control is a serious problem. Only people awareness and participation can help in the matter.

Archaeological Tourism -- Archaeological tourism is a form of cultural tourism, which aims to promote public interest in archaeology and the conservation of historical sites. Few of the famous sites of Buddhist phase are, Sanchi and Ajanta. Some Islamic Archaeological sites are Delhi, Hyderabad, Agra, Lucknow, Aurangabad and Bhopal etc. For protection of these monuments public and local resident active participation is the only solution.

Heritage Tourism -- Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location, where tourism is occurring. This can be defined as travelling, to experience the places and activities, which authentically represent the stories and people, of the past and present. Presently, the most popular heritage tourist destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Lucknow in Uttar Pradesh & places like Red Fort and Jama Masjid, in Delhi.

Wildlife Tourism-- India has a rich forest cover which has some beautiful and exotic species of wildlife some of which are even endangered and very rare. Wildlife tourism can be an eco and animal friendly tourism, usually showing animals in its simplest sense in their natural habitat. e.g. Ranthambore National park at Rajsthan, Gir wildlife park at Gujrat, Pench National park in Madhya Pradesh, Bharatpur Bird Sanctuary at Rajsthan etc.

Coastal and Beach Tourism-- Beaches in India provide the most perfect destination of sun, sand, sea and surf, which is too hard to resist for any beach lover and water sport adventurer. Some of the famous beaches of India are Kovalam Beach in Kerala, Digha Beach in west Bengal, Andaman and Nicobar Beaches. India has a very long coast line. Almost in every parts of this subcontinent, one can enjoy the beach holidays.

Cultural Tourism -- India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. Various cultures in dance, music, festivities, architecture, traditional customs, food and languages, adds to its variety. Some of the most popular cultural based tourism of India is Rajasthan culture, Punjab culture, Haryana culture, west Bengal culture, Goa culture etc.

Adventure Tourism-- As a kind of tourism, Adventure Tourism in India is endless because the country has a rich diversity in terms of climate and topography. The various kinds of adventure tourism in India are: Rock climbing, Skiing, Camel safari, Para gliding, Mountaineering, Rafting in white water and Trekking. The places for skiing are Manali, Shimla. The places for whitewater rafting in India are rivers Alaknada and Bhagirathi.

Health and Meditation Tourism-- Ayurveda and Meditation, originated in India some 6000 years ago, are the natural way of cure for body, mind and soul. Tourist can visit both North India as well as South India for Meditation and Ayurvedic treatments. Kerala in South India has innumerable places for Meditation and Ayurvedic treatment centers. These days various Yoga camps are organized by different yoga Gurus as well.

Alternative Tourism - Alternative Tourism can be defined as 'forms of tourism that set out to be consistent with nature, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences'. Therefore, ecotourism can be assumed to be one form of alternative tourism (Zurich, 1992 cited in Sydney, 1995 wearing and Neil, 1999).

Community based Tourism -- Community based Tourism occurs when decisions about tourism activity and development are driven by the host community. e.g. Sikh community celebrating 125th Anniversary of Gurudwara at Nanded, (Maharashtra).

Responsible Tourism-- Responsible tourism refers to the type of tourism where tourism organizations take care of tourism destinations visitor satisfaction. As a result, the resources and attractions-both natural and cultural- are not spoiled for local people or future visitors.

Pro-Poor Tourism- Pro-poor tourism strategies emphasize on unlocking opportunities for the poor within tourism, rather than expanding the overall size of the tourism business (WTO, 2002). A good number of NGO's are working at Dharavi, Asia's largest slum, Mumbai.

Village Tourism-- Village tourism promotes tourism visiting villages and staying in or near the village. In other words, they rely on locally available accommodation and food. The tourists stay in a village and explore the surroundings (McIntyre, 1993). The special feature of this kind of tourism is that the visitors become part of the village for the period of their stay.

Disaster Tourism -- Some notable disaster tourism sites include South Asia and south East Asia after the Indian Ocean Earthquake, sunami of 2004, 2010 eruption in Iceland, also earth quake in Japan and some other countries.

Dark Tourism -- The name is self-explanatory but to expound further, dark tourism is travel to some of the most somber and grim historical points of interest on the planet. E.g. the Auschwitz-Bureau concentration camps in Poland & Khmer Rouge "Killing Fields" of Cambodia.

Ghost Tourism -- A fascination with the supernatural drives some people to travel in search of the paranormal. E.g. popular tours in places like Dublin, St. Augustine, Florida, Quebec City and Brisbane explore Historic, "haunted" city quarters.

Slum Tourism -- Slum tourism is certifiably questionable and on the ethical borderline when the experience is utterly passive. Visitors engage in some kind of community outreach of volunteer program, the collective positive impact falls beyond the realm of mere "slum tourism".

In all above forms of tourism how can any success are achieved without providing a healthy environment and participation of the local people. Local people will participate only if they could discover their welfare in the process of development. If these programs are not in the interest of local resident, at times there is a strong resistance or total rejection of the project. Above factors is nothing different for the recommendations of eco-tourism.

MATERIAL & METHOD:

Wide spectrums of people were interviewed on the subject matter in a very strategic way to understand their mind set on tourism development. These interviewees were divided in two sector based on their expectation and requirement form such developments. The first set comprises of local residents of the area in question and the second group comprise of visitors to these tourist place. Questionnaires were designed separately for each group and ratings were done on five point scale. Each question has been design keeping a clear objectivity and care is taken to achieve free and frank opinion of the interviewees. Each set is containing eleven questions. Together there were 22 questions for data collection and analysis. In all 111 local resident of different age and sex were interviewed and 115 visitors were interviewed for the data collection and analysis. Interview was conducted in the local language for appropriate feedback.

Every interviewee was examine very carefully for his point of view and that has been recorded in five point scale, ranging as → Bad →Moderate →Fair →Good → Excellent.

These data collected were compiled on separate spread sheet and the conclusive results are as under:

Questionnaire for to Local Resident

Questions	Ratings					Percentage Good + Excellent
	Bad→Modrate→Fair→Good→Excellent.					
	1	2	3	4	5	
1 <i>There is continues increase of visiting tourist, is it good or bad for the local residents?</i>	3%	6%	15%	43%	33%	76%
2 <i>Should the Govt. develop Kerwa for tourism so that more visitors shall be visiting this place?</i>	1.8%	3.6%	9.9%	27%	58%	85%
3 <i>If this provides opportunity for employment, will you extend your cooperation?</i>	0.9%	9.0%	14.4%	34.2%	41.4%	75.6%
4 <i>Do you know anything about Eco-tourism? What is this about?</i>	18%	23.4%	26.1%	18.9%	13.5%	32.4%
5 <i>Do you think, this will provide some employment opportunity for local men and women?</i>	0%	4.5%	16.2%	61.2%	18%	79.2%

Conclusion (Drawn from Local Residents Near Kerwa Reservoir) :

1. *Local resident do not face any problem from the visitors and there is no resistance for the tourism development.*
2. *People are quite optimistic about the Govt. to take initiative to promote developmental activity and they are hopeful for economic development of the area.*
3. *A large percentage of people feel that there will be chances for the local people to get some livelihood form the tourism development.*

4. At the same time knowledge of eco-tourism is quite bad. Nearly 2/3 of the population does not know much about eco-tourism but still they are hopeful about the generation of some opportunity for employment and economic growth.

Questionnaire for Visiting Tourist

Questions	Ratings					Percentage Good + Excellent
	Bad→Modrate→Fair→Good→Excellent.					
	1	2	3	4	5	
1 <i>Have you visited any similar place to tourist interest? If yes, please rate this place with respected to other similar places you have visited.</i>	0%	4.7%	32.0%	59.4%	3.8%	63.2%
2 <i>Do you know about Eco-tourism?</i>	5.4%	21.6%	21.6%	29.7%	21.6%	51.3%
3 <i>Did you face any problem in coming and going from this place?</i>	9.5%	6.7%	13.1%	38.5%	32.0%	70.5%
4 <i>Do you know about other interesting places around, except the reservoir?</i>	31%	30%	28.3%	6.6%	3.8%	10.4%
5 <i>How convenient and suitable this place is for the people of Bhopal</i>	0%	0%	7.5%	48%	44.2%	92.2%
6 <i>Do you think this is suitable to make a night stay with family and friends at this place?</i>	12.2%	44.2%	31.0%	10.4%	1.9%	12.3%
7 1. <i>Does the entertainment and amusement facilities are appropriate?</i>	36.7%	52.6%	10.3%	0%	0%	0%
8 1. <i>Should this place be having facilities for Seminars and training?</i>	4.7%	15.0%	20.7%	31.0%	28.2%	59.2%

9	1. How good the Garbage control system in place?	39.5%	40.4%	9.4%	8.5%	1.9%	10.4%
10	1. In your opinion, does any damage is done to forest, animal or Birds by the visitors?	0.0%	0.94%	6.6%	21.6%	70.5%	92.1%

Conclusion (drawn from the data received from visiting tourist)

1. Rating of Kerwa tourist place is considerably high, which indicate the inherent quality of the place to develop as popular tourist destination.
2. Awareness level of Eco-tourism is quite low and this need to be propagated more among the visiting tourist and need to achieve their co-operation in the project.
3. In absence of public transport system, visitors having their own conveyance can only visit the place and this is discouraging for families and group visitors.
4. Although there are so many religious, historical and archeological locations around Kerwa Reservoir but the awareness of these places is very low. This is an indication of the place being underdeveloped.
5. Because of its great location advantage, most of the Bhopal resident rated high for suitability.
6. At present the safety consideration due to bad law and order situation it is rated unsuitable for night stay with family and friends.
7. It is an under developed tourist destination and there is great scope of developing various sports and recreational activities so that people love to spend time at this location.
8. It has a great potential for developing business and professional seminar and short term training center. This will help in generating revenue for the development of the area.
9. Garbage handling system is quite unsatisfactory as per the visitors. This needs to improve at the earliest possible.
10. Mostly visitors are of the opinion that visitors do not cause any harm to the Animals,

Birds or the environment. Development of the area with proper care does not degrade any of above said elements. But this must be done strategically.

CONCLUSIONS

Separate conclusions have been drawn from the results of the data collected by the interviews of local residents and also by the visiting tourist. Net conclusion from above is there is a great potential for the development of Kerwa Reservoir and both local residents and visitors are optimistic about the positive result from the eco-tourism project. Message of eco-tourism is not well understood either by the local residents or by the tourist. Purpose and object of eco-tourism need to percolate in the heart and mind of all concerns.

Although the site has a lot of potential for being an attractive tourist spot, still it is under developed as on date. A strategic planning is required for the welfare of locals and visiting people.

RECOMMENDATIONS

- Govt. should come forward with a strategic plan to develop Kerwa region involving local people and explaining them what is in it for the locals.
- Objective and Purpose of Eco-tourism should be propagated to all concern and should achieve the acceptance of all. Success of eco-tourism depends upon the mass movement.
- At the entrance of this area citizens should be explained about the code of conduct and protocols for maintenance of cleanliness and not disturbing other visitors any environmental elements.
- Tourism supervisors should keep a watch for avoiding any untoward incident and maintenance of cleanness. This may be done by the involvement of local people.
- For maintenance of law and order, Police Post must be created. People must feel safe to spend time with families, especially with ladies and children's. This issue is very important for repeat visits of tourist and development
- Availability of clean water and choice of eatables should be available. This may be done by the local villagers. Shops to selling locally produce handicraft to be run by local resident.
- More amenities of water sports and other entertainment should be provided. Also taking care of small children's below the age of 12 years.

- For increasing the population of visitors in the area, public transport facilities from a few selected centers in the city must be organized. Special services on week end and holidays are to be organized.
- Local trained guides for making the visit safe and interesting must be provided at a reasonable cost.
- Feedback from the visitors must be gathered, analyzed, and necessary implementation must be done for constant improvement of the tourist area.
- Above all safety and security must be the prime task for the tourism management body.

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RESOURCES:

The International Ecotourism Society (TIES), www.ecotourism.org, ecomail@ecotourism.org
ITES is an International membership organization dedicated to disseminating information about ecotourism. Its 1700 comes from more than 55 different professions and live in more than 70 countries. Most of its members work in tourism sector, study tourism, or use tourism to support the conservation of natural settings and sustain the well being of local communities.