Strategy Development And Sustainability Of Tourism Industry In India

*Alexander Z. Forkpa, *Sangay Tenzin, * Vishwas S H Ju, *Chintom
**Dr.P.Nandeeswara Rao
MA-Economics Students-Jain University Bangalore
** *Assistant Professor, Department of Economics, JAIN University, Bangalore*

Abstract
Tourism industry in India plays a pivotal role in the country's economic development and cultural exchange. This paper outlines the key strategies and initiatives employed for sustainable growth of the tourism sector in India and examines the various challenges faced by the industry, such as infrastructure development, environmental preservation, and cultural heritage conservation. It discusses how the Indian government and stakeholders collaborate to formulate comprehensive strategies ensuring the industry's long-term sustainability. The study explores the significant of promoting sustainable tourism practices, community engagement. It highlights the integration of eco-friendly measures, waste management, and sustainable transportation. Moreover, the research delt into the importance of preserving India's rich cultural heritage while embracing modernity ensuring that tourism benefits both local communities and national economy. The researchers used statistical tool (Independent t-test) to compare the mean of two groups and determined if there is a significant difference between sustainable practices and non-sustainable practices in the destinations or tourism operators. However, the study shows that there is a significant difference between sustainable practices and that of non-sustainable practices in to 10 destinations in India. Additionally, the paper shed light on policy frameworks, skill development programs, and international collaborations that enhance India's tourism sector's global competitiveness. It also discusses the role of public-private partnerships and stakeholder engagement in fostering sustainable tourism practices. However, the paper emphasizes the need for continuous research, data analysis, adaptation to evolving market trends, ensuring the industry remains resilient in the face of challenges.
Key Words:Tourism Industry, Sustainability, Cultural Preservation, Economic benefits

----

I.   Introduction:

Definition of Tourism: Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal, business and/ or professional purposes – (World Tourism Organization, 2005-7).

Economic growth now heavily depends on tourism. It is one of the sectors that is expending the fastest and has a big influence on trade, employment, investment, infrastructure, environment, development, and a social inclusion. A significant source of employment is tourism. It is a labor-intensive industry that significantly increases employment in allied industries. Therefore, it is the timeless desire in human beings to appreciate nature from the bottom of their hearts. The ancient time explorers, discoveries and travelers undertook adventurous journey in spite of all difficulties they came across to accomplished their goals. The brilliant idea of visiting new places to appreciate their beauty, at a particular time, has given birth to a modern industry called tourism.

Sustainable Tourism: refers to the tourism approach aims to make a positive impact on the environment, society, and economy. It involves promoting responsible travel practices that minimize the negative effects of tourism on natural resources, cultural heritage, and local communities.

Sustainable Practices:

Eco-friendly Accommodations: Researching and promoting accommodations that follow green building standards, use renewable energy, and implement water conservation measures.
Community-Based Tourism: Studying models where local communities actively participate in and benefit from tourism, ensuring that economic gains are distributed equitably.

Biodiversity Conservation: Investigating initiatives that protect and preserve local ecosystems, such as wildlife sanctuaries, marine conservation areas, and sustainable forestry practices.
Cultural Preservation: Researching programs and policies that safeguard and promote local cultures, traditions, and heritage sites, ensuring that tourism respects and contributes to cultural diversity.
Responsible Wildlife Tourism: Examining practices that prioritize animal welfare and conservation, avoiding activities that exploit or harm wildlife for tourist entertainment.
Sustainable Transportation: Studying the adoption of eco-friendly transportation methods, such as electric vehicles, public transportation, and bicycle-sharing programs, to minimize the carbon footprint.
Waste Management: Investigating effective waste reduction and recycling programs in tourist destinations, as well as efforts to minimize single-use plastics in the industry.
Certification Programs: Researching and promoting certification programs that recognize and reward businesses adhering to sustainable practices, such as Green Key or EarthCheck.

Non-sustainable Tourism: Also known as (mass tourism) refers to tourism practices that have a negative impact on the environment, society, and economy. It often prioritizes short-term economic gains over long-term sustainability. Non-sustainable tourism can lead to environmental degradation, cultural exploitation, and social disruption if not managed responsibly.

Non-Sustainable Practices:

Overdevelopment and Exploitation: Investigating cases where rapid tourism growth leads to overdevelopment, putting stress on local resources and ecosystems.
Cultural Insensitivity: Studying instances where tourism results in the degradation of local cultures or disrespectful behavior by visitors, impacting the identity of the destination.
Mass Tourism Impact: Researching the negative effects of mass tourism, including overcrowding, increased pollution, and the strain on infrastructure and resources.
Destruction of Natural Habitats: Examining cases where tourism contributes to the destruction of natural habitats, such as deforestation, coral reef degradation, or disruption of wildlife migration patterns.
Lack of Local Involvement: Investigating scenarios where local communities are marginalized, and tourism revenue is concentrated in the hands of a few, leading to social and economic inequalities.
Water and Energy Overuse: Studying instances where tourism activities contribute to excessive water consumption and energy use, straining local resources.
Poor Waste Management: Researching locations where inadequate waste management practices result in pollution and environmental degradation, affecting both local communities and ecosystems.
Irresponsible Wildlife Tourism: Examining cases where tourists engage in activities that harm wildlife or disrupt natural behaviors, such as wildlife feeding or close-proximity encounters.

Objectives of the Study:
The study sets three objectives to address the problem statement of this paper accordingly:
1.To Conduct a comprehensive analysis of existing practices within the tourism industry to identify sustainable and non-sustainable elements.
2.To Assess the environmental, social, and economic impacts of both sustainable and non-sustainable practices in various tourist destinations.
3.Establish a plan for continuous monitoring of environmental indicators in tourist destination.

Research Questions:
Certainly, comparing destinations or tourism operators have implemented sustainable practices with those that have not can provide valuable insights into the impact of sustainable tourism initiatives. List of research questions includes:
1. What factors contribute to the success of destinations in transitioning from non-sustainable to sustainable tourism practices?
2. What role do governmental policies play in influencing the prevalence of sustainable versus non-sustainable practices across various regions?
3.What economic benefits have destination or tourism operators experience as a result of implementing sustainable practices? How do these benefits compare to of non-sustainable entities?

Hypothesis Testing:
.

Definitely, hypothesis testing is a statistical method use to make inferences about the populations based on sample data. In the context of comparing destinations or tourism operators that have implemented sustainable practices with those that have not, we formulated this hypothesis as follow:
H1: There is a significant difference between sustainable practices and non-sustainable in the top 10(ten) destinations in India.

Significance of the study:
Tourism industry in India is a significant contributor to the country's economy providing employment and generating revenue. However, unsustainable tourism practices can lead to environmental degradation, pollution and loss of natural habitats. Balancing the growth tourism industry with the preservation with natural resources and ecosystems is essential for long-term sustainability that will immensely contribute to the growth and development of the country.

II. Review of Literature:
"(Mohinder and Arvind ,2011;) Title: "Strategic Framework for Sustainable Tourism Development in India: A Stakeholder Perspective Summary: This paper outlines a strategic framework for sustainable tourism development in India, as viewed from the perspective of various stakeholders. The study identifies the key stakeholders, such as government bodies, local communities, and tourism operators, and discusses their roles in shaping sustainable tourism strategies. It highlights the importance of collaboration and effective communication among stakeholders

Singh, Sukhvir & Thottekat, Venugopalan. (2023). Sustainable Tourism Development in India: positive and negative aspects. 2021. Reasonable the tourism industry is certainly not a discrete or exceptional type of the travel industry. Maybe, all types of the travel industry ought to endeavor to be more maintainable. In the present paper we tried to know the positive and negative impact of Tourism on Economy, Culture, society and the environment. Various studies conducted on Sustainable Tourism Development in India were explored in the present paper. We found that tourism helps to generate large scale employment opportunities even in backward and underdeveloped areas especially to women both educated and uneducated which resulted to uplift theirs standard of living. It was found that the tourism industry pollutes water, air and sound and makes the environment unhealthy for the living beings. We also found that tourism contributes to national integration of the people who live in different regions of the country with varied cultures, values and languages It was concluded that Tourism has more positive aspect as compare to its negative one but the strict rule should be imposed to maintain sustainable tourism development in India.

Patel, Prima PY - 2020/10/23 A study on eco-tourism and its sustainability in India this research is about an eco-tourism site in India and how sustainable they are. Now a day's travelers check the natural resources and then plan the travel. So, the research shows all the best places to travel in India. 10.13140/RG.2.2.18651.80160

Wani, Gowhar & Nagaraj, Dr. (2020). Sustainable tourism in India: an audit. Journal of critical reviews. 7. 6311-6319. It audits sustainable tourism in India through policy paradigms and comparing their outcomes at destinations. For the purpose published information of Government of India, World Bank, UNESCO and other international agencies used to understand the scenario of sustainable tourism. Sustainable tourism gained importance in Tourism Policy 2002 and treated as guiding principle for future. Yet, policy framework didn't succeed to provide adequate attention to sustainability of destinations. Leakages in the implementation of policy initiatives, insufficient focus on protection of cultural and heritage destinations and weakness in safety and security measures are to be rectified. It demands valiant measures with stakeholders and host community participation.

R,Rema & ., N.. (2018). Ecotourism Development and its Economic Impacts on Local Population in India. International Journal of Advanced Multidisciplinary Scientific Research. 1. 17-20.
10.31426/ijamsr.2018.1.6.612. Ecotourism is one of the fastest growing sectors of the tourism industry. It entertains the visitors in a way that does not affect the world's natural and cultural environments. It promotes the preservation of wildlife and natural habitats ensuring for future generations. Aside from tour guides, a range of local businesses benefited from ecotourism. Crafts people, innkeepers and restaurateurs provide services that help tourists discover local features. In fact, education and awareness may be the true benefits of ecotourism and provide the most lasting effect. Ecotourists meeting people who live more closely with nature may learn to live more simply themselves. Meanwhile, locals gain the funds and the ability to pursue more education of their own, giving them a better understanding of world issues like environmentalism.

Goyal, Akhil. (2018). Sustainable tourism in India – need of modern tourism industry. 3. 11-24. In 1988, the United Nations World Tourism organization (UNWTO) 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

Boora, Surjit. (2023). Ecotourism and Environmental Sustainability in India. Ecotourism implies the opening of natural reserved areas like biosphere reserves, national parks and sanctuaries for tourism. The use of reserved areas by the tourists, the entrepreneurs, the government and the host community, the major agencies or stakeholders in ecotourism, has generated multiple effects – ecological, socio-cultural, economic which are many times unsustainable in nature. Sustainability, here, deserves a serious consideration. The present paper examines sustainability in terms of the relationship existing between all the stakeholders and postulates that maintenance of a balance in the relationship is essential to attain sustainability. The role of law in the attainment of sustainability is explored in the sense that it helps in restoring the required balance in the relationship among the stakeholders in ecotourism. Ecotourism in India is gradually qualifying for attention of the tourists, the government and the entrepreneurs for obvious reasons. Where India has enough potential in ecotourism to cater to the interests of the tourists, the entrepreneurs and the government but does sustainability find a concern in the agendas of these agencies. Environmental laws which can be one of the most effective tools to implement sustainability, lack adequate provisions to establish coordination among the stakeholders and thus the objective of sustainability in ecotourism remains unattainable.

Economic Impact of Tourism in India:

Tourism has a significant impact on the Indian economy, contributing to the various sectors and creating a substantial number of jobs. Few of the sectors where tourism immensely impact on the Indian economy are as follows:

I.Gross Domestic Product (GDP) Contribution: Tourism contribute significantly to India's GDP. It encompasses both direct contributions, such as spending by tourists, and indirect contributions, including investment spending to support tourism-related activities. According to World Travel & Tourism Council, the total contribution of travel and tourism to India's GDP was approximately 6.8% in 2019

II.Unemployment Generation: Tourism is a major employment generator in India. It provides jobs directly in the tourism such as hostels, travel agencies, airlines as well as indirectly in in other sectors like agriculture, handicraft, and construction. The industry employs millions of people across country, both in urban and rural areas.

III.Foreign Exchange Earnings: Tourism contribute significantly to India's foreign exchange earnings. Foreign tourists spend money on accommodation, food, shopping, transportation, and other activities, bringing foreign currency into the country.

IV.Boost to Small Businesses: Tourism encourages the growth of small and medium-size enterprises (SMEs) such as restaurants, souvenir shops, local markets, and tour operators.

Environmental Impact/indicators of Tourism in India:

Tourism, while providing significant economic benefits, also has notable environmental impacts. These impacts are of particular concern and they include but not limited to the following.

I. Carbon Emission: Tourism contribution to carbon emission through transportation such as flights and road travel, energy consumption in hostels and resorts, other activities. This contributes to India's overall carbon footprint and global climate change.

II.E-waste Generation: The tourism industry generates a substantial amount of waste, including plastic bottles, packaging, and food waste. Inadequate waste management in tourist areas can lead to pollution of water bodies and soil, harming local ecosystems.

III.Water Consumption: Tourism places demand on local resources, particularly in water scare regions. Hostels, resorts and golf courses require significant amount of water for their operations.

IV.Deforestation: Tourism related infrastructure development, such as roads and resorts, can lead to deforestation. This cannot reduce the number of trees can absorb carbon-dioxide but also disturb local ecosystem and wildlife habitat.

Cultural Impact of Tourism in India:

Tourism has a propound cultural impact on India, a country known for its rich and diverse cultural heritage. While tourism can bring economic benefits, it also influences the cultural fabric of the nation in various ways and they include:

I. Cultural exchange: Tourism facilities cultural exchange between various visitors and locals. Tourists get to experience India's diverse traditions, languages, art forms, and religious practices, fostering mutual understanding and appreciation.

II.Preservation Cultural Heritage: Tourism often contribute to the preservation and restoration of historical sites, monuments, and cultural artifacts. Revenue generated from tourism can be channeled into the maintenance and conservation of cultural treasures.

III.Cultural Awareness and Education: Tourism, through cultural interactions, gain awareness of India's diverse cultural practices. This understanding break-down stereotypes and promote tolerance and respect for cultural differences.

III.Cultural Events and Festivals: Tourism often boost local cultural events and festivals. Many tourists visit India participate in or witness cultural like Diwali, Holi, Durga, Puja, and cultural events like classical dance performances and music concerts.

Tourism Destinations in India:

Destination is a geographical that is currently or potentially attractive to visitors/tourists. India has a vast and diverse country with a rich cultural heritage, historical landmarks, and natural beauty.

Table 1 showing the top ten (10) tourism destinations

Sl.No	Top 10 (ten) Tourism Destinations/Sites	Locations
1	Golden Triangle (Deli, Agra, Jaipur	1.Deli explores historical sites like Red Fort, India Gate, and Qutub Minar. 2.Agra visit the iconic Taj Mahal, Agra Fort, and 3. FatehpurSikri Jaipur experiences the royal heritage of Amber Fort, City Palace, and Hawa Minar
2	Kashmir	Known as "Paradise on Earth", it offers breathtaking landscapes, Dal Lake, and Mughal's Garden
3	Goa	Famous for its beautiful beaches, vibrant nightlife, and Portuguese-influence architecture.
4	Kerala	Explore the backwaters of Alleppey, hill stations like Munnar, and indulge in Ayurvedic.
5	Rajasthan;	Visit the desert city of Jaisalmer, the romantic city of Udaipur, and the blue city of Jodhpur.
6	Varanasi	The spiritual heart of India, known for its ghats along the Ganges River and ancient temples.
7	Himachal Pradesh	Experience the scenic beauty of Shim and Manali, treat in the Himalaya
8	Andaman & Nicobar Islands	Explore pristine beaches, indulge in ware sports and discover unique marine life.
9	Tamil Nadu	Visits the temples Madurai the hill stations of Ooty, and the cultural of Channel.
10	Mumbai	India's financial capital, offering historical sites, busting market, bollywood

These destinations offer glimpse into India's diverse cultural, history, and natural beauty, catering to various interest of travelers.

The Historical Development of Sustainable Development: The Convergence of Conservation and Developmental Policy.

The advent of the idea of sustainable development signaled the fusion of the environmentalism and economic growth. At the Stockholm Conference on Humans and the Environment in 1972 was the first in a series of significant UN Conferences on International Environmental Concerns. This pushed the idea of eco-development, which combined development with ecological, social, and cultural objectives (Stagast, and Colby 1993). The philosophy of this concept was 'small is beautify', typifying the eco-development approach (Wilbank, 1994, citing Schumacher, 1973), and this was subsequently incorporated into the strategic plan of many industries, including tourism.

Although the evolution of the term sustainable development is commonly cited as being promoted by an increase in environmental awareness in the 1960s and 1970s (Bramwell & Lane, 1993, Dovers & Handmar, 1993, Hall, 1998; Wilbank, 1994), it can be argued that the concept of the sustainable development originated many years prior to these three forms: first, in the form of Conservation Vision; second, in the form of Community Vision; third, in the form of economic theory.

The Development of the Conservation Vision:

The creation of the conservation concept was one of the major contributors to the phrase "sustainable development". In the context of tourism, hunting and preserving recreational spaces reserves Mesopotamia thousands of years before the birth of Christ - is one of the first instances of sustainable development (Bulter,

1991.These ideas were subsequently taken up by Alexander the Great and other Europeans and then taken back to Greece and the Mediterranean (Nelson & Butler, 19974).

Since these early times, it is possible to identify periods of environmental concern in the Western the World, particularly since the mid – 19th century. All of these generally occur at the end of sustained economic expansion (Lowe & Goydner, 19983), arguably at a time when people may have been more likely to react against materialistic values (Pepper, 1990). Hall (1998: 15 – 16), was the first to argues that the romantic vision in the 19th century was an antecedence to sustainable development.

National Strategy for Sustainable Tourism:
The national strategy for sustainable tourists needs intend to mainstream sustainability in the Indian tourist industry and promote more resource – efficient, inclusive and carbon neutral travel while protecting natural and cultural resources.

Strategic Pillars: The development of sustainable tourism has been defined as having the following strategic pillars:

Promoting Environmental Sustainability: Environmental Sustainability was adopted by the Ministry of Tourism in India as one of the key principles as sustainable tourism as it was laid down by United Nation World Tourism Organization UNWTO. It entails the optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

Resource Efficiency: The Ministry of Tourism acknowledges that tourism consumes a large number of resources in many locations, and that efficient resource use is crucial for the preservation of global resources as well as health of the local environment and host of community. It is important to maintain a fair balance between the requirements of local people and those of tourism sector.

Protecting Biodiversity:
The word 'biodiversity' (also known as "biological diversity") is used to refer to the diversity and variability as a whole. It refers to variety of life on earth, in all of its manifestations and it includes three dimensions: diversity within and between species, diversity between species, and diversity of ecosystems. Ecosystems are groups of living entities (plants, animals, bacteria, etc.) that interact as a cohesive system with their nonliving environment (rocks, minerals, soil, water, and climate).

Promoting Economic Sustainability:
Economic sustainability implies a system of production that satisfies present consumption levels of without compromising future needs. The 'sustainability' that 'economic sustainability' seeks is the 'sustainability' of the economic system itself. The notion of 'economic sustainability' was originated by Hicks. In his classic work Value and Capital (1939; second edition 1946), Hicks defined 'income' as the amount one can consume during a period and still be as well off at the end of the period.

III. Research Methodology:
The sources of data used to collect all the information is the secondary source of data. The data has been collected from all the past sources data collected by different people.

Secondary data refers to the data which is easily available as it has been collected by people through primary sources. This type of data is usually used as references by other people doing the same research.
The sources used in this paper for collection of data are mentioned below: -

These are few of the sources of secondary data which have been used to collect all the information and prepare the research paper. A detailed study of the topic was done and then put together in the paper. All the sources were analyzed and checked to use the most reliable data and accurate data. Some information was also gathered in a way of discussion with friends and were used to complete the investigation of the research aim.

Summary:
This chapter highlights the methodologies and approaches researchers use to comprehend significant differences between sustainable practices and non-sustainable practices in the top 10 (ten) destinations or tourism operators in India. A secondary data was used for this purpose.

Findings:
H1: There is a significant difference between sustainable practices and non-sustainable practices in the top tourism operators or destinations in India.

An Independent sample t-test was conducted to compare sustainable practices and non-sustainable practices. There were a significant *((t(df) = 18, p = .000)* in score for sustainable practices*(M = 7.00, SD =*

1.333) and non-sustainable practices *(M = 3.80, SD = 1.033)*. The magnitude of the differences in the means *(mean differences = 3.200, 95% CI: 2.080 to 4.320)* was significant. Hence, H1 was supported.

Table 1 Shows the result of independent t-test analysis to compare sustainable and non-sustainable practices in the top 10 (Ten) destinations or tourism operators in India.

	Levene's test for equality of variance						t-test for Equality of means				
	M	*SD*	*F*	*Sig*	*t*	*df*	*Sig.(2-tailed)*	*Mean Difference*	*Std. Error Difference*	*95% Confidence Interval of Difference*	
										Upper	*Lower*
Sustainable Practices	7.00	1.333	.270	.610	6.00	18	.000	3.200	.533	2.080	4.320
Non-sustainable practices	3.80	1.033								2.074	4.326

Table 2: Important Facts about Tourism in India (2021)

• No. of Foreign Tourists in India	**1.52 million**
• Annual Growth Rate	**-44.5%**
• No. of non-residents Indians Arrivals in India	**5.48 million**
• Annual Growth Rate	**52.6%**
• No. of International Tourism Arrival	**7.00 million**
• Annual Growth Rate	**10.6%**
• No. of Indian nationals' departures from India	**8.55 million**
• Annual Growth Rate	**17.3%**
• No. of Domestic Tourist visits to all States/UTs	**677.3 million**
• Annual Growth Rate	**11.0%**
• **Estimated Foreign Exchange Earnings from Tourism**	
I. In INR terms	**550136 Crore**
• Annual Growth Rate	**-76.3%**
II. In US$ terms	**US$ 6.958 Billion**
• Annual Growth Rate	**-76.9%**

Source: Bureau of immigration, Gov't of India

Table 3 shows (Region, 2020) International Tourists Arrival Forecasts by Regions
According to table 2 below, Europe top the list with International Tourists Arrival (338.4 million) as Base year with an increased in 2010 and 2020 with 527.3 and 717.0 million respectively. This in turn fellow by East Asia/Pacific with 81.4 million in 1995 and 195.2 million in 2010 as well as 397.2 million in 2020.

Region	Base Year (Millions)	Forecasts (Millions)		Average Annual Growth Rate (%)	Market Share (%)	
	1995	2010	2020	1995-2020	1995	2020
World	565.4	1,006. 4	1,561.1	4.1%	100.0%	100.0%
Europe	338.4	527.3	717.0	3.0%	59.8%	45.9%
East Asia/Pacific	81.4	195.2	397.2	6.5%	14.4%	25.4%
South Asia	4.2	10.6	18.8	6.2%	0.7%	1.2%

Source: (*WTO, 2020*)

Table 4: Indicates Foreign Tourists Arrivals in India (2020)
Based on the data available below, 2018 has the higher (10.56 millions) Foreign Tourists Arrivals in India and this follow by 2017 (10.04 millions)
.

Year	Arrivals (millions)	% Change	Year	Arrivals (millions)	% Change
1997	2.37	3.8	2008	5.28	4.0

1998	2.36	-0.7	2009	5.17	-2.2
1999	2.48	5.2	2010	5.78	11.8
2000	2.65	6.7	2011	6.31	9.2
2001	2.54	-4.2	2012	6.58	4.3
2002	2.38	-6.0	2013	6.97	5.9
2003	2.73	14.3	2014	7.68	10.2
2004	3.46	26.8	2015	8.03	4.5
2005	3.92	13.3	2016	8.80	9.7
2006	4.45	13.5	2017	10.04	14.0
2007	5.05	14.3	2018	10.56	5.2

Source: *(WTO, 2020)*

IV.   Conclusion:

This research paper is prepared to compare and identify both sustainable and non-sustainable practices in India.Thes study outlinesthe general trends and practices of destinations or tourism operators that are relevant to the Indian Tourism Industry. It is important to note that the field of sustainable tourism is dynamic and fast developing. Sustainable Tourism in India often involves local communities that actively engage and benefits local people by providing them with employment opportunities and preserved their cultural heritage. The study also finds out that education and awareness play a significant role in educating both tourists and local communities about the importance of waste management, water-saving initiative, adopt eco-friendly practices and promote environmental awareness among tourists.

However, many popular tourist destinations in India suffer from overcrowding, leading to environmental degradation, increase waste, and strain on resources. The researchers find out that, lack of proper regulations can lead to over-exploitation of natural resources, uncheck construction, pollution, harming the environment and local communities. It was also determined that, tourism practices can exploit local cultures, turning traditions and rituals into commodities for tourists without respecting their significance.

V.   Recommendations:

The researchers are please to recommend the following for the sustainable and non-sustainable practices to enhance or butters government efforts in boosting the destinations or tourism operators in India.
1. *Regulations and Monitoring:* Strict regulations and active monitoring are essential to ensure that tourism activities do not harm the environment or exploit local communities
2. Community Involvement: Engaging local communities in the decision-making process and ensuring they benefits from tourism financially and culturally can lead to more sustainable practices.
3. *Tourist Education:* Tourists should be educated about responsible travel. This can be done through informational materials, guides, and online platforms, promoting respectful behavior and environmental consciousness.
4. *Research and Innovation:* Continuous research in sustainable practices and implementation of innovative solutions, such as green technology, can significantly contribute to sustainable tourism.

Suggestions government Policies for sustainable and non-sustainable practices in India:

Implementing effective government policies is crucial for promoting sustainable tourism practices and curbing non-sustainable practices in India. The researchers would like to suggest the following policies as under:
1. *Regulation and Certification:* Establish stringent regulation and certification standards for hotels, tour operators, and other tourism-related businesses to ensure they adhere to sustainable practices. Regulation inspections and penalties for non-compliance can be part of this policy
2. *Promotion of Renewable Energy*: Incentivize the use of renewable energy sources such as solar power for hotels, resorts, and other tourism facilities. Other tax benefits and subsidies to businesses adopting co-friendly energy solutions.
3. *Waste Management*: Enforce strict waste management policies for tourism establishments. Encourage recycling, composting, and proper disposal of waste. Penalize businesses that do not comply with waste management regulations.
4. *Research and Data Collection:* Government should invest in research to assesses the impact of tourism on the environment, local economies, and culture. Use this data to make informed policy decisions and adjustments.

A shift towards sustainable practices is imperative for the tourism industry to thrive without compromising the well-being of destinations and their inhabitants. Collaboration among governments, ·businesses, communities, and travelers is essential to implement and promote sustainable initiatives, fostering a tourism landscape that respects the environment, preserves cultural heritage, and benefits local societies. Sustainable tourism practices not only contribute to the conservation of natural and cultural resources but also

enhance the overall quality and authenticity of the tourist experience. By implementing these policies and ensuring struct enforcement, the Indian government can play a significant role in promoting sustainable tourism practices and curbing non-sustainable ones, leading to a more responsible and balanced tourism industry in the country.

References:

Books:
[1].   Hall, C. Michael, And Stephen Page. "The Geography Of Tourism And Recreation: Environment, Place And Space." Routledge, 2019
[2].   Jamal, Tazim, And Mike Robinson. "The SAGE Handbook Of Tourism Studies." SAGE Publications, 2012.
[3].   Research Papers And Journals:
[4].   Sheldon, Pauline J. "Tourism And Politics: Policy, Power, And Place." Wiley, 2016.
[5].   Weaver, David B. "The Encyclopedia Of Ecotourism." CABI, 2017. Government Reports And Publications:Ministry Of Tourism, Government Of India. Annual Reports And Policies On Indian Tourism Development.
[6].   (Criteria And Indicators Applicable To Accommodation Sector And Tour Operators Ministry Of Tourism, Government Of India Sustainable Tourism Criteria And Indicators, 2022 N.D.; European Tourism Indicator System TOOLKIT For Sustainable Destinations DG Enterprise And Industry, 2013.
[7].   INDIA TOURISM STATISTICS 2022 Government Of India Ministry Of Tourism Market Research Division, N.D.; India Tourism Statistics At A Glance-2022, N.D.;
[8].   INDIAN INSTITUTE OF TOURISM AND TRAVEL MANAGEMENT Ministry Of Tourism Problems And Prospects Of Accessible Tourism In India A REPORT ON, 2010
[9].   Thibault Michot, 2009) Chanpaneri Dhairya Jhala By &Patel, N.D.; Hardy Et Al., 2002; Usaid &Partners, 2006)
[10].   "(Mohinder And Arvind, 2011 ;) Title: "Strategic Framework For Sustainable Tourism Development In India
[11].   Goyal, Akhil. (2018). Sustainable Tourism In India – Need Of Modern Tourism Industry. 3. 11-24. In 1988,
[12].   R,Rema & ., N.. (2018). Ecotourism Development And Its Economic Impacts On Local Population In India. International Journal Of Advanced Multidisciplinary Scientific Research. 1. 17-20. 10.31426/Ijamsr.2018.1.6.612

Online Resources:
[13].   United Nations World Tourism Organization (UNWTO) Reports And Statistical Databases
[14].   Sustainable Tourism: A Collection Of Ideas, Resources, And Information - [Website].
[15].   Academic Articles:
[16].   Liu, Zhenhua, Et Al. "Sustainable Tourism Development: A Review." Sustainability 11.3 (2019): 784.
[17].   Gursoy, Dogan, Et Al. "Antecedents And Outcomes Of Social Responsibility In The Tourism Industry." Journal Of Travel Research 56.7 (2017): 885-898.
[18].   Case Studies:
[19].   Ram, Yael. "Sustainability And Tourism: Emerging Trends." In Management Case Studies, Edited By David Bamford And Paul Forster, 107-113. Routledge, 2015.

.