

## Chapter 6:

# A Review on Effect of Sustainable Tourism on Host Community

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Rapid and uncontrolled tourism expansion has increased the risk of environmental damage in these fragile ecosystems. Unnecessary energy use, transportation, water utilization, trash, has all added to an unnatural weather change in context to tourism. A few other adverse consequences of uncontrolled Tourism are clogged, inappropriate slop removal, beach disintegration, overfishing, threat towards natural life & living species etc. Tourism may have bad effect on host community in terms of language and cultural impacts, undesirable way of life changes, acquainting persistent vices with the nearby populace, medical conditions e.g. expansion in wrongdoing, gridlock and swarming that causes pressure, inconvenience, and struggle. The aim of this paper is to generate awareness among tourists towards environment and local communities so that they can become responsible tourists towards local environment and local people.

## 1 Introduction

The World Tourism Organization defines tourism as "people travelling to and staying in places outside their usual environment for not more than one consecutive year". According to Britannica.com, Tourism is the demonstration and practice of investing time away from home looking for amusement, unwinding, and joy while using business services. The historical backdrop of tourism started before 18<sup>th</sup> century when the term "tourism" was coined. History organized tourism with reinforced framework; touring and accentuation of fundamental objective can be viewed in prehistoric times. With the emergence of 18<sup>th</sup> century international tourism globally became world's most significant monetary movement. Tourism can be domestic, in which travelers travel within the traveler's own country, or it can be International (travel out of one's own country). Tourism strongly affects any country's economy.

As per United Nations World Tourism Organization, the travel industry is a social, social, and financial peculiarity that includes people going to countries or spots outside of their ordinary climate conditions. Guests (vacationers or adventurers; inhabitants or non-occupants) are alluded to as guests, and the Tourism alludes to their exercises, some of which include the travel industry consumption (UNWTO, 2008). In this manner, Tourism comprises of not just the development of individuals for assortment of reasons like outing or business, however it is additionally agglomeration of excursions, benefits and related areas that make distinctive tourism experience for tourists. Tourism industry is the biggest business on the planet and the monetary potential of the tourism industry is indisputable.

For an objective that needs to develop its travel industry business, the travel industry has tremendous monetary potential. The travel industry can acquire cash into a spot an assortment of ways, including work, money trade, imports, and assessments. The travel industry numbers have extended at dramatic rates globally.

There are some facts which indicated that how much important tourism is for any economy. The facts are

- (a) The tourism economy contributes 5% of Gross domestic product internationally.
- (b) It accounts for 8% of absolute business.



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- (c) Globally the travel industry positions fourth later automotive products, fuel & chemicals in worldwide products.
- (d) Travel industry represents 6% of absolute commodities. In more than 160 nations, the travel industry is one of the five top commodity workers.
- (e) The travel industry being primary source of FOREX for 33% of non-industrial nations and a big part of less evolved nations etc. (Stainton, 2021).

## 1.1 Tourism and Environment

The impact regarding the travel industry is never dependably positive and huge as forecasted rather travel industry activity regularly has unintended and often unexpected negative monetary results also. In spite of more prominent familiarity with the travel industry's financial and ecological significance, systematic examination regarding the matter has as of late surfaced (Hall, 2001). At the point when the level of traveler use surpasses the climate's capacity to adapt to this utilization inside satisfactory change limits, negative the travel industry results emerge. Conventional tourism that is unregulated represents a danger to numerous normal areas across the world. This may place a ton of strain on an area, bringing about things like soil disintegration, expanded contamination, releases into the ocean, loss of regular territory etc.

Tourism, especially nature tourism, is heavily connected to biodiversity and the attractions that an assorted and rich climate gives. Exorbitant utilization of land and assets can likewise prompt biodiversity misfortune, as can impacts on vegetation, creature, mountain, marine, and beach front environments, and water assets that surpass their conveying limit. However, the habitat loss equals the damage of potential tourism (Sunlu, 2003). Due to loss of biodiversity ecosystem is destabilized and reduces the ability of ecosystem to manage geo hazard like torrent, aridity, storms, furthermore manmade pressures, like unhealthy atmosphere and Global Warming. Other negative effects of tourism on environment are depletion of the ozone layer and climate change (Worldwide Tourism is firmly connected to environmental change). On the other hand, if tourism is handled properly then it can contribute to environment conservation also like (a) financial contributions – This might make an immediate benefaction to the preservation of subtle tourist spots & natural surroundings. Park entry charges & additional equivalent documents related to revenue generation maybe utilized to fund the protection & administration of naturally subtle zone.(b) Improved Environmental Management and Planning - Tourism facilities with good environmental management can boost the advantages to natural areas.(c) Environmental Promotion – Travel can possibly create public enthusiasm towards environment & also to spread consciousness of ecological issues when it carries individuals abreast with nature & environment.

Over tourism is the significant subject for bundle of reasons. This can impose a strain on a destination's resources & occupant's, even to prevent that with adequately safeguarding its most significant riches. Popular tourist destinations in Peru, such as Machu Picchu, were beginning to restrict the number of visitors for fear of long-term and irrevocable harm to these priceless treasures.

## 1.2 Sustainable Tourism

Sustainable tourism is that includes visiting natural locations appropriately, safeguarding the Earth, & elevate the welfare & empowerment of the locals. The objectives could be to enlighten travelers, elicit the money towards habitat guardianship, directly help local communities' economic development & political empowerment or promote respect for diverse cultures & human rights. Sustainable tourism may focus on educating visitors about the local environment and natural surroundings in order to aid environmental conservation.

Sustainable tourism contributes to the conservation & safeguard of some of the world's most stunning landscapes. It motivates visitors to do more than just pass through it; it urges them to help conserve the environment & contribute to local communities on a much deeper level (Brooking, 2021). Sustainable tourism is an antidote to unsustainable tourism and it's like friend of conservation. Social, economic, and environmental sustainability are three interwoven factors that are frequently used to describe sustainability. These three types of sustainability are referred to as the "three pillars of sustainability" when taken together (www.treehugger.com, 2022).

To define sustainability problem completely, three pillars of sustainability are defined. These pillars are (a) environmental sustainability, (b) economic sustainability and (c) social sustainability. If any one of the pillars is weak, the whole system is unstable. These are powerful tools to define sustainability.

**Social sustainability** - The ability of a social structure, such as a country, family, or establishment, to function at a defined level of social well-being & peace indefinitely is known as social sustainability. War, beggary, extensive discrimination & low educational rates are all signs of a socially unsustainable regime.

**Environment sustainability** - The ability of the environment to maintain a given level of environmental quality and natural resource extraction rates indefinitely is known as environmental sustainability. This is the world's most pressing problem today is the environmental sustainability.

**Economic sustainability** – Economic sustainability refers to a country's ability to maintain a certain level of economic output indefinitely. This has been the world's most visible challenge since the Great Recession of 2008. (Thwink.org, DOA: 02-03-2022)

India is one of the most diverse countries across the Globe, and that spells magic. India's sustainable tourism business is growing thanks to India's success in preserving its stunning natural beauty. A biological park, zoological parks, tea plantations, wildlife sanctuaries, massive mountains, and lush green jungles are all part of the country's repertoire. Our country is blessing & seventh heaven to stay in the globe, known for its distinct nature and tribal inhabitants. There are numerous sustainable tourism destinations to select from, including Karnataka, Uttarakhand, Andhra Pradesh, Tamil Nadu, and others. India has the potential to be one of the world's top sustainable tourism locations. India is gradually expanding infrastructure without damaging its natural environment.

## 2 Review of Literature

Creaco. & Querini (2003) revealed that traveling is at the moment is major flourishing business of the world. It is the expanding & fastest developing economic sectors. Numerous nations see it like a key tool in regional development as it catalyzes redesigned economic activities. The authors further says that tourism may have positive economic impacts on balance of payments, employment, revenue generation & production on one hand, but on the other hand it has its negative effects of deteriorating the environment which is a result of uncontrolled and unplanned tourism growth. If we want to reap the benefits of tourism in terms of economic development in future, we must protect it. Authors explained that sustainable tourism has three interconnected aspects (environmental, socio cultural & economic). Thus, sustainable tourism implies longevity which means optimum utilization of resources including biodiversity, least ecological, social and cultural impacts, escalation of benefits of conservation & host communities.

Sunlu (2003) discussed the effects of tourism on natural resources, pollution, and the physical environment. Authors also discuss the worldwide environmental implications of tourism, the impact of industry on tourist, and how tourism might contribute to environmental conservation. Authors find that tourism depends on the quality of the environment, both natural and man-made. The relationship between tourism and the environment, on the other hand, is complicated. It entails dozens of new activities that

have the potential to harm the environment. The creation of general infrastructure, such as roads and airports, as well as tourism facilities, such as resorts, hotels, restaurants, shops, golf courses, and marinas, is responsible for many of these effects. Tourism's negative effects can eventually deplete the environmental resources on which it relies.

Tourism, on the other hand, has the ability to have a beneficial effect on the environment by helping to protect & preserve the ecosystem. It is a means of raising environmental expertise & can be utilized to fund the protection of natural areas while also increasing their economic value.

Gossling. (2006) said that Tourism in western Indian Ocean (WIO) has grown rapidly in recent years and considered as an important factor of national economies in these countries but at the same time tourism related problem have also grown simultaneously and have become serious threat to environment and society in many regions. Few examples are – overuse of fresh water and other natural resources, environmental pollution, intrusion to host community become reason of conflict between host community, tourist industry and tourists etc. Author further finds out that there is lack of integrated planning and objectives of tourism development.

Cole (2006) added that tourism has potential to empower communities & sustainable tourism is answer to that. This research took place in two villages Wogo and Bena of Indonesia. This study finds that acknowledging traveler & travel process is the beginning towards accrediting the local community to make informed & suitable conclusion in terms of the tourism development. In order to attain socio-culturally sustainable tourism in the twenty-first century, we must consider how empowerment might be developed through tourism. Communities must first understand tourism development procedures in order to participate in decision-making concerning tourism development. They must gain a better understanding of tourists, their requirements and desires, as well as the various growth possibilities available. It is critical to have access to important information. Empowerment in its early phases might then be developed into the ability to direct one's own development.

Zahedi (2008) finds that Coastal areas are under escalated environmental pressure & degradation as a result of mass tourism. Increased energy consumption, global warming, climatic variations, insufficient sewage treatment systems, soil & waste run-off into the seas, coastal erosion & silting owing to haphazard constructions & other factors all force to the disruption of coastal ecosystems. Nations must undertake comprehensive upper hands to restore destroyed ecosystems & commit to moving toward coastal zone sustainability.

Jacob (2008) examined the overall tourism development philosophy in Goa and Kerala from a contrasting and comparative perspective. The study's main focus was on socioeconomic sustainability, the problems and findings focused on the social environment. Environmental issues such as coastal regulatory zones, agricultural land encroachment, pollution, and water issues that have dominated the news in Kerala and Goa during the previous decade have not been thoroughly investigated.

While Kerala and Goa share many similarities, including as cuisine, a strong Christian population, coastal weather, and long coastlines, their cultures are distinct, which attract many western tourists to Goa. Foreign tourists find it difficult to transmit their cultural influences in Kerala due to the length of their stay, the tourist-to-local population ratio, and stringent regulatory presence, making their tourism operations less culturally sustainable. Kerala's tourist approach appears to be more culturally durable and less incompatible with the native population's long-term cultural survival.

Wehrli *et al.* (2011) done an empirical study consisted of two objectives. The first objective was to learn about the understanding of tourist about sustainable tourism and second objective was to understand

whether tourists favor sustainable tourist products or not. To fulfill first objective a survey of 6000 respondents in eight countries was conducted. Cluster analysis was done and five clusters of tourists understanding of sustainable tourism were identified. To fulfill second objective a sample of 5000 respondents from Switzerland was taken and it was found out that tourists were in favor of sustainable tourism products & willing to pay small premium for inclusion of specific attributes.

Katerina. and Rakicevik (2012) defines sustainable development as - Sustainable development invoke utilization of natural, cultural & other tourist resources without exploitation by the current generation, as well as the preservation of these resources for succeeding generations. Because the development of tourism in a given area is heavily reliant on natural & manmade attractions in the instantaneous vicinity, the practice of sustainable development is becoming increasingly significant. If these resources are damaged & deteriorated, not only is the destination's appeal lessened, but it also calls into interrogate the region's tourism development, because potential traveler want to visit attractive & upstanding sites that dispense graded services. Sustainable development may exclusively succeed if the important components viz. economic, social, cultural, and environmental, are given approximately balanced heft, firmness, familiarization & correspondence, with no one factor overpowering others. Sustainable tourism development is principally dependent on the environment's capability to dispense a firm & everlasting beginning for advancement.

Joshi (2014) explained that biodiversity is a valuable resource for tourism. It is necessary for the preservation of a healthy ecosystem. Rapid urbanization has had an impact on biodiversity in the previous few decades. Diverse initiatives are being made to preserve biodiversity. This wilderness research & investigation was focused on additional facts. Certain detail assembled from government of India & Maharashtra articles, Journals, reports, action plans & Blueprints. Author concluded that Eco-tourism allows visitors to see and experience tremendous natural and cultural manifestations. It emphasizes the significance of restoration of natural environment & local culture. At the same time, it creates funds for conservation and economic wellbeing for backward & isolated people. While tourists enjoy nature through nature and wildlife tours, locals provide services such as tour guides, translators, storytellers, food and beverage, and even accommodation to tourists. The revenue generated from these activities is utilized to fund infrastructure development as well as environmental protection.

Niedziółka I. (2014) says that sustainable tourism is up to date form of tourism which is encouraged by officials, environmental, social institutions & international organizations. The author highlighted the unfavorable impact of tourism that can be excluded by administering the principles of sustainable development. Author added that tourism may maltreat local communities by interference of non natives at the destination locations on the other hand tourism can assist conserving legacy & inheritance. Historical sites are restored & saved to fascinate tourist. Author recommended that more emphasis should be given to educate tourists when it comes to their contact with local community and mort courtesy and understanding should be given to the hosts. Tourism ambassador must take care of not only the present need of their customers even the upcoming need of host community and should acknowledge that deprived the co-operation of host community, consideration of the environment they cannot survive to attract excursionist.

Ali and Saboohi (2015) tried to unearth development & status of sustainable tourism in India and analyzed the role of tour operators in sustainable tourism. They proved the hypothesis that tour operators can play significant role in sustainable tourism development by educating their managers, tour leaders and suppliers.



To do this study authors used content analysis technique. Content of sustainable tourism were analyzed and various key words were identified to code and group data into themes. Authors find concluded that there is need of role of stakeholders need to be more clearly defined. This will help market to position their product more accurately and will help in providing more concise picture about sustainable tourism.

Strategic Government Advisory, Yes Bank and CII (2017), in their joint report entitled detailed the benefits of sustainable tourism. The report adds that “Making tourism more sustainable implies more than just reducing and managing the industry's negative consequences. It is in an extraordinary position to assist local communities economically & socially, as well as to heighten environmental awareness & contribution. Economic development and environmental protection should not be viewed as opposing forces in the tourism industry; rather, they should be pursued together as expectations which can & must be jointly working effectively, and practices that are consistent with these values can provide long-term benefits to both the industry and the community.

Nath and Nath (2018) gave elaborated study on eco-tourism pertaining to India. This study also talks about future dimensions & conflicts in near future. In this research article authors writes that with an annual average growth rate of 5%, tourism is solitary flourishing industries, & extensive excursions may more or less quadruple by 2020 contrast to 2006. Tourism accounts for 10% of the world’s economic activity and is one of the prominent sources of opportunity. It may also a main source of FDI in various emergent nations like Brazil Sri Lanka, Afghanistan, and Bhutan. Discussing about eco-tourism, authors add that wandering to relatively undisturbed natural areas with the specific objective of studying, praising & Cherishing the natural beauty, flora & fauna with local existing culture is called sustainable tourism.

Sustainable tourism is described by the World Tourism Organization (WTO) as tourism which involves travelling to relatively undisturbed natural areas with the specific goal of studying, admiring, & cherishes the landscape, as well as any extant cultural aspects found in these areas. In conclusions authors says that India is a huge country with lots of scope in eco-tourism. Youngsters have incredible job opportunities in this new form of tourism. Government of India and big business tycoons can collaborate to improvise eco-tourism.

Chugh (2018) explained that creative tourism is culturally and environmentally sustainable and it is main source for developing this type of tourism is environment and ethnic culture of destination. The greater culturally & environmentally rich is the destination the more prospect it will have of developing this type tourism. Himachal Pradesh of India is rich in cultural heritage and all the 12 districts of Himachal Pradesh have unique ethnic culture and also rich in its art and crafts. The objective of the study was to measure level of awareness of international tourism about creative tourism in Himachal Pradesh and the second objective was to know how much tourists are willing to experience creative tourism in Himachal Pradesh. To answer both of these questions a sample of 100 international tourists visiting Himachal Pradesh was collected randomly. Respondents were administered close end questionnaire. Researcher concluded that creative tourism is based on native tradition, artwork & craftsmanship. This type of tourism establishes extended alliance allying host & the visitors pivot on reciprocated respect & understanding. The state has a lot of room to grow and promote creative tourism. Tourists in Himachal Pradesh can learn about pottery, painting, leather craft, embroidered silk handkerchiefs, timber products, woolen articles, distinctive mouthwatering cuisines, local music, and rural life style, among other things, through creative tourism. This underutilized tourism resource has the potential to be extremely beneficial not only for the revival of the state's heritage and art, but also for making tourists' visits to the state more enjoyable and gratifying.

Sharma *et al.* (2018) revealed that tourism & travel industry is the Universe’s wide ranging industry that aid in interlacing disparity between communities, different culture & religions. With the help of tourism

people throughout the world play significant role in nurturing peace along with their customs. The authors further added that because peace and tourism are complementary to each other hence relationship between them is exciting. Tourism brings closer people to each other and create peaceful environment. This paper studied host Community participation towards sustainable tourism development in Jammu. Other objectives of this study were to analyze relationship between peace & tourism, community participation in peace initiative and to study role of host community in tourism development in Jammu region.

328 (samples) respondent's from local inhabitants dwelling near border areas of Jammu & Kashmir was taken. The structured questionnaire was based on five-point Likert scale questions. Exploratory factor analysis was used to analyze data. Four factors were extracted namely economic benefits, social benefits, destination promotion and tourism support initiative. The study concluded that there was difference of opinion among local community & tourists. It bestows favorable towards Guest-Host relationship, regional economy, rise in the level of income and cross-cultural understanding. Therefore, tourism may be considered as efficient gadget in encouraging harmony that ultimately tends to cross-cultural interaction that will help in promoting compassion, humanity, alliance, fellow feeling, goodwill, education level, justice & mutual respect for each other.

Trippers (2019) writes that sustainable tourism and community-based tourism in India is frequently needed. Social entrepreneurs and unconventional travel companies are promoting sustainable tourism in India and are promoting sustainable tourism project in India along with sustainable vacations. They create meaningful travel options that can enhance "Incredible India" experience. Trippers further said that - Nature & biodiversity conservation are the goals of sustainable tourism. This encourages responsible travel that could be accomplished through lesser devastation, environmental growth, adventure, and the preaching of environmentally sustainable lifestyles. In the process, sustainable tourism aid unusual destinations, their incomparable culture & centuries-old customs. There are numerous benefits; we get to experience moments as travelers & the entire natural world get to experience them as well.

Garg P. and Pandey A. (2020) studies the mediating role of personal norms in determining the intention to embrace sustainable tourism in India. This cross-sectional learning was based on survey of 275 respondents of varying socio-economic profiles. Major techniques used to analyze data were exploratory factor analysis followed by confirmatory factor analysis. The analysis found hypothesis significant which proves the mediating role of customer awareness & consumer perceived effectiveness on intention to adopt sustainable tourism.

Patel P. (2020) conducted a study on sustainable tourism & presented her findings in her dissertation titled "A Study on Eco-Tourism and Its Sustainability in India". Explaining about sustainable development author says that sustainable tourism has three aspects

- (a) Environmental sustainability
- (b) Social sustainability
- (c) Economic sustainability.

Sustainable tourism is the fact of exploring tourist destinations & tries to constitute absolute impact on environment, society & economy. In this study Patel finds out that Ministry of Tourism, Government of India has taken many actions to protect & promote eco-tourism in India these efforts include eco-friendly guidelines, action plan for ecotourism policy etc. Government has launched an eco-tourism theme under the name of "Swadesh Darshan". Themala in Kerala is the first planned ecotourism destination in India. Author suggested that there is need to motivate local community to initiate & maximize their involvement in sustainable tourism activities. Also, there is need to educate and guide to stakeholders

involved in ecotourism for better participation of host communities in ecotourism. Participation of women self-help groups in conservation programs will help development of ecotourism. She further suggested that more ecotourism facilities need to be developed like solar energy, rain water harvesting, garbage recycling, cross-ventilations, ecological farms and aquaculture etc.

Van *et al.* (2020) conducted a study in Vietnam to study the factor & trends in sustainable tourism development in Ba Ria-Vung Tau province. Data from 550 domestic and foreign tourists visiting Ba Ria-Vung Tau province was collected. The collected data was later subject to exploratory factor analysis using SPSS software. Researchers identified twelve groups of factors affecting sustainable development. Authors find out that four groups of factors significantly affect sustainable tourism development in area of study. These are society, environment, tourism products service & technical facilities.

Mudke (n.d.) explains - Eco-tourism involves travelling to delicate, pure and generally untouched natural places in order to support conservation efforts. The flora and fauna are observed in their natural habitat with little disturbance as possible. Eco-tourism is excellent alternative to commercial tourism. Seeing the present condition of environmental degradation, it is very important to promote sustainable tourism. Plant and animal species coexists in an ecosystem and man is a component of ecosystem. Author further adds that Increase in number invasive activities of humans in to natural ecosystem made it difficult for other species to survive. This disturbance in ecosystem has direct impact on food chain and habitats which puts delicate species at the risk in the ecosystem.

### **3 Conclusion**

Rapid and uncontrolled tourism expansion has increased the risk of environmental damage in these fragile ecosystems. Excessive energy use, transportation, water consumption, garbage generation, and other aspects of tourism have all contributed to global warming. Some other negative impacts of uncontrolled tourism or excessive tourism are overcrowding, improper sewage disposal, beach erosion, overfishing, and damage of wildlife habitats etc. Tourism may have bad effect on host community in terms of language and cultural impacts, undesirable way of life changes, acquainting persistent vices with the nearby populace, medical conditions e.g. expansion in wrongdoing, gridlock and swarming that causes pressure, inconvenience, and struggle. therefore, it is important to generate awareness among tourists towards environment and local communities so that they can become responsible tourists towards local environment and local people.

### **4 Declarations**

#### **4.1 Competing Interests**

No potential conflict of interest was reported by the authors.

#### **4.2 Publisher's Note**

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