



‘How to make a Tourism Destination as Responsible and Sustainable’

***Dr. Sanjay Nibhoria, ** Mr. Hemant K Chanchal**

*Assistant Professor, Institute of tourism and Hotel Management
Bundelkhand University, Jhansi

**Research Scholar, Institute of tourism and Hotel Management
Bundelkhand University, Jhansi

Abstract

This paper has discussed various core indicators of sustainable and responsible tourism in relation to making a tourism destination sustainable and responsible. There are multiple dimensions of sustainable and responsible tourism as economic, social, cultural, environmental, and emotional and satisfaction level of local communities, tourism stakeholders and visitors etc. in a form of alternative tourism, village tourism, ecotourism, farm tourism, ethical tourism, rural tourism, green tourism, pro-poor tourism, and community based tourism, geo tourism and integrated tourism and many more. However, these forms of tourism are related to sustainable and responsible tourism one way or another. Therefore, it is recommended on a serious note that the tourism personnel like tourism planners, policy makers, local residents, tourists and other associated stakeholders need to plan, promote, develop and maintain the any form of tourism under core indicators of sustainable and responsible tourism development.

Keywords: Sustainable Development, Responsible Tourism, CBT, Tourism Development

Introduction

The idea of responsible tourism has been shown within the tourism literature since the first eighties (Smith, 1990; Cooper and Ozdil, 1992). Seminal works by deKadt (1980) and Krippendorf (1987), for instance, for example, heightened concerns for the impacts of tourism on the environment and destination association. The scope of substantiality initiatives such as alternative tourism, ecotourism, ethical tourism, green tourism, soft tourism, pro-poor tourism, geo tourism, integrated tourism, community-based tourism, etc. Appeared in the tourism literature. Responsible tourism is closely coupled to those ideas. These sustainability-oriented alternatives to mass tourism ask for promote environmental conservation, cultural integrity, socioeconomic upliftment and the well-being of communities, particularly the disadvantaged components, existing in tourism destinations (TIES, 1990; Scheyvens and Momsen, 2008; Oliver and Jenkins, 2003; Blackstock, 2005; Cawley and Gilmour, 2008; Kontogeorgopoulos, 2009; Weeden, 2002; Hall, 2008). Although those initiatives are helps to promote the principles of sustainable tourism (Sharpley, 2000) a variety of political, economic and industrial challenges like differing priorities of the national/regional economy, the formation and incentives of the general public administration system, over-commercialisation, the formation of the international tourism system to call however some of, create implementation backbreaking in practice (Tosun 2001). This treatise examines a number of successful cases of planning and implementing "responsible tourism" in the village of Kumarakom in Kerala, India. The case study itself is interested in sustainable and responsible



tourism practices Lopgin also provides an opportunity for the concept of "responsible tourism" to critically assess the potential concept of tourism research, the actual contributions. ..

Review of Literature

The alignment of sustainability responsible tourism is stressed by Smith (1990:480), who outlined the responsible tourism as “a form of tourism which respect the host’s natural, built and cultural environments and the interest of all parties concerned”.

In addition to the nonappearance of a deviation between responsible tourism and sustainable tourism that this producing view, the arguments surrounding ‘sustainable tourism’ also receives imported in objections of responsible tourism. For example, the sustainability debate constantly criticized for its decreases the abstract clarity (Higgins-Desbiolles, 2010);

has been defined as a imperfect and inadequate conception that's supported fallacies on the role of tourism demand, the attributes of tourism resources, the imperative of entomb and intra-generational equity, socio-cultural integrity, mensuration and kinds of sustainable buildout (Liu, 2003); and for giving small solutions to what's primarily a macro drawback of unsustainable growth in tourism (Wheeler, 1991). Wheeler (1991) is important regarding the growing variety of ostensibly environment-friendly tourism initiatives

and arguesthat accountable business can't be an answer for the issues of tourism, as long because the volume of worldwide tourism is on the rise. A study on ‘Implementing Sustainable Tourism as a Pro –Poor and Community Development Approach’ was conducted where he suggested how sustainable tourism significantly impacting tourists perception and satisfaction.

Increasing tourism scale will inevitably get a corresponding increase in negative impact. Therefore, the responsible development of tourism needs to reduce the scale and quantity of tourism. Wheeler (1991: 96) described responsible tourism as “a pleasant, agreeable, but dangerously superficial, ephemeral and inadequate escape route for the educated middle classes unable, or unwilling, to appreciate or accept their/our own destructive contribution to the international tourism maelstrom.”

Developing a destination in sustainable and Responsible Ways

In this paper, we reviewed the concept of responsible tourism, which is beginning to appear in the tourism literature. We reviewed the different ways this term is used in tourism research and suggested whether the term came to mean all and, as a result, is obscuring additional conceptual contributions that could be claimed. Instead, actual use in regions where the term is used (such as South Africa and Kerala) has suggested that it is suggesting very limited use. We have identified this as a unique manifestation of the tourism sector on the CSR agenda. Documents on responsible tourism are available, and declarations of intentions and guidelines for doing so are also available in tourism, but no examples are reported based on many case studies. As Flyvbverg (2006) argues, I think this is the difference. Advances in the realm of knowledgerequire example. Later, the importance of ‘paradigmatic case study’ became important, and we suggested that Kumarakom's case studies could be thought of as paradigmatic case study. The case study discussion first traced Kerala’ particular governance context and national economic tourism location. Responsible tourism initiatives at the main and regional levels then highlighted the ‘how’ of implementation and the implications they generated. Next, general and non-normative principles that can be said to be



necessary in any form for the practical and successful translation of responsible tourism principles were identified.

These are the realized coercion, information exchange; regional embedded regional leadership mobilized in the dialectical tension of tolerance and confrontation. This approach contrasts with an approach that trusts the voluntary adoption of “responsible” practices by the private sector. Responsible tourism conceptual topography can contribute to practice, insofar as the study of the topography depicted in other forms of tourism seeks to solve certain types of challenges thrown out by the description itself. UNWTO has also given the guidelines for sustainable and responsible tourism development, as a form of core indicators of sustainable tourism development.

Relationship between Responsible and Sustainable Tourism

For investigating the relationship between responsible and sustainable tourism” Pearson correlation coefficient, Coefficient of determination R² and Share of independent were calculated and presented in table 1.

Table 1 Summary Statistics of Co-efficient of Correlation between responsible and sustainable tourism

Group	Independent Variable	Dependent Variable	Correlation	Coefficient of Determination R ²	Share of I.V
Tourists	Sustainable Tourism Development	Responsible Tourism	0.821**	0.674	67.4%

****Significant at 0.01 level**

The Pearson correlation coefficient “r” between responsible and sustainable tourism has been calculated and presented in table 1

Table 1 depicts that value of Co-efficient of correlation, $r=0.821$, between responsible and sustainable tourism development from tourists point of view which is significant at 0.01 level of significance. The table 1 also shows the coefficient of determination, $R^2 = 0.674$ (Square of correlation coefficient, r) shows amount of variability in responsible tourism that is shared sustainable tourism development and after converting this value into percentage it is concluded that tourists sustainable tourism shares 67.64% of the variance in total sustainable tourism development. Remaining share of responsible tourism would get develop and share by other associated factors and attributes.

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