



SUSTY TOURISMO

-Tourisme Durable

INTRODUCTION:

Tourism as an activity or as a phenomenon has been existing since the olden days. The quest travel often quoted as the “travel bug” is a part of human psyche. But Tourists have turned places renowned for their infinite beauty mutate into giant litter boxes and has led to cultural degradation since most of the indigenous people have been displaced from their native homes.

Making tourism more sustainable is not just about controlling and managing the negative impacts of the industry. Tourism is in a very special position to benefit local communities, economically and socially, and to raise awareness and support for conservation of the environment. Within the tourism sector, economic development and environmental protection should not be seen as opposing forces—they should be pursued hand in hand as aspirations that can and should be mutually reinforcing. Policies and actions must aim to strengthen the benefits and reduce the costs of tourism

PRESENT SCENARIO:

Tourism industry has contributed enormously in the flourishing graph of India's economy by attracting a huge number of both foreign and domestic tourists traveling for professional as well as holiday purpose.





Some of the most significant features of India's tourism industry or the Role of Tourism Industry in India GDP have been listed below:

- The percentage of foreign tourists in India has increased by 14.4 percent in one year, that is, from 2015 to 2016. In 2016, Indian tourist industry witnessed a growth of 14.7 percent, which reached around 5.02 million in 2016.
- The foreign tourist's arrival led to a robust growth in the foreign exchange earnings that increased from USD 6.03 billion during January-October 2015 to USD 7.32 billion during January-October 2016, which is apparently a 25.6 percent rise.
- Deeming the growing rate of the tourists arrival in the country, the Indian tourism industry designed a wide spectrum of holiday packages and cheaper airfares to attract more tourists.
- Nonetheless, the outgoing graph of tourism industry in India is in no way lagging behind from the inbound one.
- People traveling from India to abroad or states within India have increased by 25 percent.
- The United Nations World Tourism Organization (UNWTO) has estimated the outgoing tourists to reach around 50 million by the year 2020.
- According to the European Travel Commission, the average expenditure per trip of Indian tourists traveling abroad has increased from USD 822 in 2006 to USD 1,050 in 2015
- The booming success of Indian tourism industry has led to a drastic change in the hospitality department as well. The increase in the ratio of tourists resulted in the increase of room rates and also setting up of a wide range of hotels and other residing areas.
- A number of international hotels such as the Hilton, Accor, Marriott International, Berggruen Hotels, Cabana Hotels, Premier Travel Inn (PTI) and Inter-Continental Hotels groups have professed about making some large-scale investments to append 65,000 additional rooms to suffice the needs

YOUR CHALLENGE:

Assume to have stepped into the Shoes of a State Tourism Minister of a newly elected Government. You have to undo a flawed system of Tourism in your state, where the roots of corruption and unsustainability run deep into the Tourism industry. You are at the zenith of the State Tourism Ministry and have to spearhead your team to come with a proposed plan to counter these shortcomings in your Tourism Industry.

STATES QUO:

Goa

Goa's economic growth is driven by the strong performance of industrial sectors such as mining, tourism and pharmaceuticals. Annually more than 40 million tourists set their foot on Goan soil, of which 5 million arrive from foreign nations. Such statistics testify the fact that Tourism Industry is a mainstay in the State Domestic Product. So, any flaw in the System could be devastating for the economic progress of the state.





Present Scenario in Goa:

A report from the study of a government survey revealed the following:

- Huge pressures are placed on the environment by the pressures of tourism. Hotels with pools and gardens replace farmland and mangrove swamps. The beaches are covered with Plastic waste and the waste dumped by the influx of Tourists.
- Water tables are depleted, as the hotels are pumping water into their own swimming pools.
- Traditional values are being lost as local youths are influenced by the influx of Western ways.
- The youth is strangled in Drugs and many foreigners are pushed into the vicious circle of Prostitution.
- A large base of Tourists has had bad experiences in many areas of Goa. There have been numerous incidents where tourists have been threatened, sexually abused, beaten up, robbed.
- Many foreigners are over-charged by the local hawkers and for the local monuments they visit.

Uttarakhand

Tourism has been playing a major role in building and sustaining the economy of this nascent state. Tourism has been a major driver of economic growth and livelihood promotion in most of the remote areas of Uttarakhand. The income earned from tourists by providing various services including transportation, food and beverage, pony and porter services, etc. sustain the livelihood of several villages in the remote hilly regions of the state. The religious tourism bolster the number of tourists turning up in the state, and contributes to the economy of the state, which annually amasses more than 23,000 Crore Rupees. There is a saying that Beatles finally found their mojo when they visited Uttarakhand for the first time, informally stating finally had their Eureka Moment.

But last year, the state of Uttarakhand was struck with an unforeseen adversary, and the Tourism Industry witnessed a 70% fall amounting to ₹6,900 crores during 2014-15.

Present Scenario in Uttarakhand:

A report from the study of a government survey revealed the following:

- Tourism proffers seasonal jobs to the people, rendering them unemployed during the off-season.
- There is Environmental degradation prior to floods due to pollution caused by tourists.
- Indigenous Tribes are confronted with problems like forced migration, as forests are being cleared up making attractive tourist destination spots.
- One can encounter loads of plastic waste during mountain treks, which has been littered by the ingressing trekkers or tourists.
- There is no effective system for disaster mitigation, in case a faction of tourists are struck in a remote zone due to a natural Calamity.





PROBLEM STATEMENT:

- Now, having assumed the Office, spearhead a team within your tourism ministry to come with a proposed plan to counter each and every one of these shortcomings in your Tourism Industry, also illustrate how will these ideas be implemented and discuss the feasibility of the ideas in every facet. You can take help of Police department and other governmental departments of your state to help you implement your proposed ideas, highlight every assistance that you would be needing.
- Calvià (Spain), Mexico and Egypt provide examples of destinations with established or developing coastal resorts and heritage towns where it was realized that better planning and reduced environmental impact were essential for long term economic as well as environmental sustainability. Keeping in mind the present scenario in the duo states, Layout an effective plan in the states to reduce the environmental and set some long-term goals for environmental sustainability.
- The need and opportunity to develop a form of tourism which would bring income to rural communities and benefit conservation, with a supportive policy framework. This is the situation in Bulgaria, where individual ecotourism projects were failing through lack of coordination and marketing. In Ghana, the creation of a network of community-based tourism projects has raised the level of interest in tourism as a tool for sustainable development and the fight against poverty. Dig out some measures to include the natives of the duo of states, along, with a supportive policy framework.

RULES:

- Each team may have a maximum of four members, which may or may not be from the same college.
- Multiple teams from the same college are allowed to participate for the event.
- Teams should submit their paper in “.ppt” format strictly and should be timed for 10 mins (8 mins for presentation and 2 mins for Question and Answer round).
- The solution should present your perspective as well as address all the issues pertaining to the problem statement.
- Formatting rules should be strictly followed. A font type of **Times New Roman** with a font size of **14** should be kept.
- Participants should ensure that their presentation include all relevant figures, tables and references.
- The decision of the judges shall be final and binding.

Note: Apart from the above-mentioned points, you are free to incorporate other relevant ones too.





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COGNIZANCE

REGISTRATION PROCEDURE:

- Registration can be done online (through Cognizance website, <https://cognizance.org.in>) and on the spot as well.
- Teams are required to reach the registration desk at least half an hour before the commencement of the event.
- Participants should submit the hard copy of their solution along with two •photographs of each member.
- The covering page of the paper must have: **Name(s), Institution of study, Email address(s), Contact number(s) of all the team members**
- No entries would be accepted after the start of the event.
- Venue and timings would be notified subsequently.

AWARDS:

- Certificate of appreciation would be provided to the winners.
- Coupons and gift hampers would be awarded to the finalists.
- The winners will be given the opportunity for direct entry to **any one of** theme events organized in Cognizance 2017.

NOTE: They need not to send the abstract or participate in the qualifier rounds of the event. However, they need to register on the website and complete the other necessary formalities.

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