



[www . epratrust . com](http://www.epratrust.com)

December 2014 Vol - 2 Issue- 12

## SUSTAINABLE TOURISM INITIATIVES: A STUDY ON ANDHRA PRADESH TOURISM

**Dr. Neeraj Gohil<sup>1</sup>**

<sup>1</sup>Assistant Professor of Tourism, Dr. YSR National Institute of Tourism & Hospitality Management, Telecom Nagar, Gachibowli, Hyderabad, Andhra Pradesh, India.

### ABSTRACT

**S**ustainability, sustainable tourism and sustainable development are all well-established terms that have been used loosely and often interchangeably in the literature. Sustainable tourism is conveniently defined as all types of tourism (conventional or alternative forms) that are compatible with or contribute to sustainable development. Tourism represents 5% of the direct global GDP, one in every 12 jobs worldwide; it is the main export for a third of developing countries.

Andhra Pradesh with more than 600 tourist locations attracts the largest number of tourists in India. More than 7 million visitors visit the state every year. Andhra Pradesh tourism is known as 'Koh-I-Noor' of India. Government of Andhra Pradesh aspires to transform the State into Eco Friendly and make available the benefits of tourism to all citizens, especially those in rural areas.

Based on an extensive secondary data, this paper proposes a framework of approaches to sustainable tourism adopted by the Andhra Pradesh state as a tool for sustainable development of the state. The framework is composed of state tourism role, policy and planning of sustainable tourism as an instrument for sustainable development of the state. Main objective of this paper is to examine a series of strategic initiatives that have been undertaken by Tourism department a State Tourism Organization and APTDC in Andhra Pradesh, to develop tourism and in particular to develop sustainable in tourism destinations.

**KEY WORDS:** Sustainability, Sustainable Tourism, Destination, Tourism Policy

## INTRODUCTION

Perhaps the most fundamental challenge confronting the tourism industry is its ability to contribute these fundamental goals of human welfare (1) Progressive Living Environment; (2) Economic Sustainability; (3) Contribution towards Natural and Cultural Sustainability. In this sense then, the tourism industry is an agent for sustainable development or an instrument deliberately and carefully chosen to address these goals. In today world, sustainable tourism development may be considered as a front room activity; involving the use of sustainability related innovations to attract customers. Socio-economic development is always be the centre of concerns for the sustainable tourism development. In order to achieve the goals of tourism and provide benefits to people in host countries and satisfaction to the tourists visiting those countries, than there is a need to sustain the positive contribution of the tourism and reduced or minimized the negative effects (WTO 2004). Tourism, as the world's known and recognized industry also have potential to offer a great opportunities for contributing to sustainable development and poverty alleviation. As per the report published by UNWTO, tourism represents 5% of the direct global GDP, one in every 12 jobs worldwide and being considered one of the main export for the third of developing countries. It is estimated that by the end of 2012, one billion international tourists have crossed borders and this numbers expected to reach 1.8 billion by the year 2030. As per the recommendations of the United Nations Sustainable Development conference (Rio+20) in June 2012, Travel and Tourism has been recognized as an industry that can make a significant contribution to the three pillars of sustainable development (economic, social, environmental), and that can also creates

sustainable employment, and may generates significant trade opportunities. This can be further accelerated and achieved by "supporting sustainable tourism activities and practices in the tourism policy and planning of the state.

The Global Sustainable Tourism Committee (GSTC) has been recommended the practice of sustainable travel and tourism can be enhanced by fostering the increased knowledge, understanding, adoption and demand for sustainable tourism practices through macro and small enterprise operations and to approve the principles of the Global Sustainable Tourism Criteria.

## REVIEW OF LITERATURE

The Earth Summit held in 1992 at Rio de Janeiro, Brazil, agreed that protections of the environment, social and economic development are fundamental to reaching sustainable development. This declaration marks a significant step in the establishment of sustainable development priorities at the international level. Till the date no comprehensive; widely accepted and adopted definition of sustainable tourism has been identified (Sharpley, 2000; Mowforth and Munt, 2009). The constant change of the concept requires adapting our understanding to the forever evolving and complex system of sustainable tourism (Clarke, 1997; Swanbrooke, 1999; Farvell and Twing Word, 2005 ;). The enforcement of laws and regulations as well as voluntary standards and initiatives can achieve the more sustainability in tourism (Bohdanowicz Simanic and Martinac, 2005;). Most of the countries rely on responsibility for sustainability through self-regulation (Bramwell and Alletorp, 2001). The leading international tourism bodies like UNWTO or WTTC; do not promote sustainable tourism development through holistic approach but promote the tourism industry through growth, profit,

marginalization and capital accumulation (Mowforth and Munt, 2009). The link between tourism and the environmental and social components of sustainable development has received increasing attention.

### **OBJECTIVE OF THE STUDY**

- i) To analyze what is sustainable tourism and need for the state for sustainability.
- ii) To analyze the initiatives and contribution of Andhra Pradesh Tourism to accelerate the sustainable tourism in the state.
- iii) To suggest some particle measures to improve and promote sustainable tourism in the state.

### **RESEARCH METHODOLOGY**

The present paper is purely qualitative and conceptual work though both primary and secondary data are used as sources for this paper. Primary data was collected through interviews and observation method. The secondary data was collected through books, journals, Report of Central Ministry of Tourism, Planning commission of India Reports and Andhra Pradesh Tourism Reports.

### **WHAT IS SUSTAINABLE TOURISM?**

Sustainable tourism stems from sustainable development, a term which has become increasingly common in our society since the Rio- Earth Summit of 1992. Sustainable development can be defined as 'development that meets the needs of the present, without compromising ability of future generation to meet their own needs (Brudtland Report, 1997). Sustainable tourism is a tourism that meets the needs of the present visitors and host country, while protecting and enhancing opportunities for the future. According to Tourism Division of the European Commission, 1995,"A development will be understood to constitute sustainable tourism development where it takes into account not only aspects in

visitor source countries, but the form of the outward journey, on the one hand, along with the interests of visitors and residents in a region to be defined. There is need to adopt sustainable tourism development guidelines and management practices in all forms of tourism at all types of destinations, including mass tourism and the various niche tourism segments. A suitable balance must be established between environmental, economic and socio-cultural aspects of tourism to guarantee its long-term sustainability.

### **STATUS OF TOURISM IN ANDHRA PRADESH**

Andhra Pradesh is called as a 'Rice Bowl' of India. It is the fifth largest state of in India, both in area and population. It is bounded by Tamil Nadu, Karnataka, Maharashtra, Chhattisgarh, Orissa and Bay of Bengal It is having a rich and unique culture of India. Andhra Pradesh with more then 600 tourist locations attracts the largest number of tourists in India. More than 7 million visitors visit the state every year. The Andhra Pradesh Tourism department has promoted by it's as a "Kohi-Noor" of India. It is a domicile for all types of tourisms i.e. Pilgrimage tourism, Heritage tourism, Adventure tourism, Cultural tourism, Educational tourism, Beach tourism, Eco-Tourism, Geological tourism, Rural Tourism. The first study on the tourism potential of Andhra Pradesh done by Department of Tourism commissioned with help of Price Waterhouse Coopers in 2009. In this study it was mentioned that the state has enough potential to reach the figures of 327.62 million domestic tourist arrivals and 1.86 million international tourist arrivals by 2015. It also be estimated that the State can target 611.88 million domestic tourist arrivals and 3.73 million international tourist arrivals by 2020.

## **SUSTAINABLE TOURISM APPROACH IN ANDHRA PRADESH**

The Government Central, State and Local have a critical role to play in determining policies for sustainable tourism. More-over many policies and much of legislation surrounding sustainable tourism falls in the area of governance, such as labour laws, environmental regulations and waste proposal. One of the primary function of any government is to adopt the appropriate understanding and planning in enhancing sustainable tourism therefore to create an environment that enables or influence the private and public sector to operate more sustainably, influences patterns of visitors flow and behavior to optimize the positive impact of tourism.

Andhra Pradesh contains a rich cultural and natural heritage. Yet, maintaining this heritage presents many challenges, including dealing with adverse environmental and social impacts of mass tourism. Tourism demands alike are high and growing faster in Andhra Pradesh; hence essentially require a systematic approach to understand the pressures and problems associated with the management of tourism sector in the state and have to be tackled by all parties concerned.

There is an increasing awareness at the level of governments of the social, economic and environmental importance of the tourism sector, and of the impacts it causes on destinations. Tourism has been growing consistently and has shown a measure of resilience, even through the various crisis situations of the recent past (e.g. terrorism, spread of contagious diseases, and regional conflicts). The issue of sustainability has emerged as a global concern that attracts significant efforts for the coordination of the various national, international and local policies towards the achievement to some core sustainability objectives.

## **FIRST TOURISM POLICY -1998**

Tourism was declared an industry in Andhra Pradesh in 1986. First initiative, in defining the direction of tourism development and providing a strategic action plan converging on vision 2020 of the state, the tourism policy of 1998, envisages using tourism as a platform for growth and development in a sustainable and responsible manner. Main actions taken under this policy for sustainable tourism was following:

- a. **Tourism Registration Act:** Act will be promulgated and strictly enforced. This act will serve to inculcate added sense of responsibility among the trade and an increased feeling of security among tourists.
- b. **Protection of Historical Monuments:** Protection of Historical Monuments will be taken up in association with Archeological Survey of India and State Archeology Department.
- c. **Tourist Friendliness:** Efforts will be made to minimize the conflict between the host community and tourists. For this purpose workshops and training programs will be organized so that the behavior of all those involved reflects friendliness rather than atmosphere of envy.
- d. **Safety & Security of Tourists:** Safety & Security of tourists will be high priority and on top of the agenda. For this purpose a special tourist police force will be carved from the existing police force. Moreover a Life Guard Service will be introduced wherever beach tourism or water sports are developed. In addition to this government will introduce insurance scheme for tourists visiting Andhra Pradesh.

- e. Training of Tourist Guides and other Personnel: The tourism departments will work out a comprehensive plan for training of persons involved in conducted tours.

### **TOURISM POLICY OF 2010**

The tourism policy of Andhra Pradesh State, 2010 constituted, to get the status of state competitively for attracting private sector investments in Tourism and Hospitality Sectors. Initiatives were taken to make tourism as 'Aam Aadmi' Tourism. More emphases were given on Rural Tourism, Eco-tourism, Adventure tourism and Safe and Responsible tourism.

### **OTHER INITIATIVES OF STATE GOVERNMENT FOR SUSTAINABLE TOURISM PLANNING**

Rapid growth in tourism makes the scale and complexity of urban problems daunting. Such problems can be handling through the 'good governance', which is reflected by equity, efficiency, transparency, accountability, civic engagement and security of people and environment. Only good governance enhances state's competitiveness and contributes to sustainability. Various institutions and organizations like, Municipal Administration and Urban Development Department, Directorate of Municipal Administration (DMA), Directorate of Town and Country Planning (DTCP), Medical and Health Department have initiated various schemes and given guidelines to practices more sustainable tourism through coordination and cooperation.

- ❖ The State Tourism Promotion Board (STPB), State Tourism Promotion Committee (STPC) and the District Tourism Promotion Committee (DTPC) are institutional arrangements are put in place to secure accelerated development of tourism in state and to

address all inter departmental issues while monitoring and securing the development of sustainable tourism in the state.

- ❖ The State Government of Andhra Pradesh has taken this initiative to prepare the State Level Action Plan on Climate Change (SAPCC) to enable it to address existing and future climate risks and vulnerabilities. Key objectives of SAPCC include:

- ◆ Inclusive and sustainable development of the State that protects the vulnerable sections of society from adverse effects of CC.
- ◆ Improved ecological sustainability.
- ◆ Engineering new and innovative policies/mechanisms to promote sustainable development.

- ❖ The Government of AP has designated A.P. Forest Development Corporation Ltd., to implement the Eco-Tourism Projects in the Reserved Forests, Wildlife Sanctuaries, National Parks and Zoological Parks of the state with the objective to conserve the rich Biodiversity and propagate the message of environmental conservation to the people of Andhra Pradesh, by creating infrastructure facilities and visitor amenities by private participation.

### **❖ Environment Protection Training and Research Institute (EPTRI)**

This institute was set up in 1992 with the joint venture of the Government of Andhra Pradesh and Government of India, to provide training, consultancy, applied research services and advocacy in the area of environment

protection to industry, regulatory bodies, Government, NGOs etc. It serves as a premier agency in advising the State Pollution Control Boards and respective Governments in fixing environmental standards for the industry, in creating awareness and sensitivity and in the cause of its advocacy. An important function is to encourage sustainability in development and to help in preservation of the traditions of communities, the flora and fauna of the region and to document ethno knowledge and biodiversity.

### ❖ **The A.P. Pollution Control Board (APPCB)**

Established in 1976, is a statutory authority entrusted to implement environmental laws and rules within the jurisdiction of the State of Andhra Pradesh. The Board ensures proper implementation of the statutes, judicial and legislative pronouncements related to sustainable environmental protection within the State in cooperation and coordination with department of tourism.

### **FINDINGS**

- ☆ Andhra Pradesh Tourism Department has successfully implemented a number of popular eco-tourism projects by involving the local community, at Belum caves, revamping of Borra caves, and an exotic jungle destination (Jungle Bells at Tyda in Visakhapatnam District). Such eco-tourism projects have yielded excellent results in maintaining the eco environment and balance between the tourism and local community.
- ☆ Another eight new projects have been implemented, in coordination with the AP Forest Department, namely at Maredumilli (East Godavari District), Nelapattu (Nellore District), Mamandur,

Talakona, Nanniyal (Chittoor District), Balapalli (Kadapa District), Ettipotala (Guntur District) and Kambala Konda (Visakhapatnam District). These models are operating in following principles:

- Eco-tourism projects, generally would involve nature treks, wildlife tourism and jungle stays.
- Local Forest Protection Committees will provide accommodation, guide services, security and food.
- The AP Forest Department will provide infrastructure under Community Forest Management (CFM) and also help in management of eco-camps through local forest officials.
- Transport to and from the destination will be provided by APTDC/tourists.
- ☆ All the projects are rural community based and provide opportunity at one side to the tourist to know about the environmental assets of the rural communities, local traditions, art forms and ethnic cuisine and on the other side infrastructure and facilities for tourists have been built that fit in with the natural surroundings.
- ☆ In all the projects, revenue-sharing mechanism has been adopted with the local tribal community. As, Guide service, food and beverage, housekeeping and security are undertaken by the community members so revenue is sharing by them which leads to their sustainable livelihoods.
- ☆ The local communities are getting social benefits out of interaction with the visitors as tourism activity increases in the area; the local people exhibit their indigenous traditional skills and disseminate these traditional knowledge systems to the visitors.

## **SUGGESTIONS**

- ◆ Network should be developed with many grass-root NGOs working in the field of biodiversity conservation so more awareness can be spread. Further it requires preparing and developing school programmes, manuals and training programmes with the focus on biodiversity at students level so they will be more sensitized towards their environment and protection and conservation.
- ◆ There is a need of an in-depth analysis of the maximum sustainable visitor capacity in all the tourist destinations in the state. Regulatory measures should be planned that can offset negative impacts and can control the number of tourist activities and movement of visitors at destinations.
- ◆ Promote the sustainable development of Travel & Tourism as a policy across the entire state, not just as a policy for rural and nature-based tourism in the state.
- ◆ New markets and different consumer segments should be targeted and promoted in the framework of a Marketing Plan for the state.
- ◆ Ensure that Travel & Tourism is factored into mainstream policies for employment, trade, investment and education, ensuring that the underlying policy framework is conducive to sustainable growth.

## **CONCLUSION**

Making tourism more sustainable is not just about controlling and managing the negative impacts of the industry. Tourism is in a very special position at the state to benefit local communities, economically and socially, and to raise awareness and support for

conservation of the environment. Various international conventions and declarations have put forward principles and guidelines for sustainable tourism and the importance of tourism and its sustainability was underlined at the 2002 World Summit on Sustainable Development. Despite this interest, there remains a degree of uncertainty over the scope and priorities for making tourism more sustainable and only partial appreciation of how to put this into practice.

Based on the evidence presented here, government of Andhra Pradesh is paying sufficient attention to tourism within the field of sustainable development, and its tourism policies and actions adequately embrace concerns about sustainability. Tourism policies in the state have been developed and implemented within a jointly agreed strategy that has the principles and aims of sustainability at its centre. Andhra Pradesh is a top performing State with consistent performance in water, air and waste pollution control. During the 25th UNWTO Conference organized and hosted by Hyderabad from April 12-14, 2013 on sustainable tourism, where Taleb Rifai, secretary general, United Nations World Tourism Organization (UNWTO) said in his inaugural address that "There is a greater need to adopt a holistic approach to promote the concept of sustainable tourism across the world as the tourism sector is recording a tremendous growth. The image of India and particularly of Andhra Pradesh can be changed if the best practices of sustainable tourism can be adopted and implemented properly in the state

## **REFERENCES**

1. 'Andhra Pradesh Tourism Policy 2010', by Department of Tourism, Government of Andhra Pradesh, 2010.

2. 'Annual Report: 2010-2011 Central Pollution Control Board (CPCB)', Ministry of Environment and Forests, by PR Division on behalf of Shri J.S. Kamyotra, Member Secretary, CPCB Delhi, 2012.
3. Chris Cooper and Scott Noel, 'Innovations for Sustainable Urban Tourism: Some Thoughts for Best Practices', *Pevista Andministrac AO, Publican*, 2010, pp.1171-190.
4. 'Documentations of Best Practices Adopted by the State Governments for Development of Tourism', Final Report of Ministry of Tourism, Government of India, Prepared by International Consultants and Technocrats, Pvt. Ltd., New Delhi, 2005, pp 122-130.
5. Dwyer Larry, 'Business Enterprise for Sustainable Travel Education Network', Teaching Module on Sustainable Tourism Planning, University of New South Wales, Australia.
6. Fazili Asif Iqbal & Ashraf S. Husain, 'Tourism in India: Planning and Development', Sarup and Sons, New Delhi, 2006, pp.143-178.
7. 'Hyderabad- City Development Plan', Chapter III, Urban Governance, Project Under Jawaharlal Nehru National Urban Renewal Mission (JNNURM) of Ministry of Urban Development, Government of India, by National Institute of Urban Affairs, New Delhi.
8. 'Industry as a Partner for Sustainable Development: Tourism', Jointly Published by WTTC, IFTO, IH&RA, ICCL, Printed by The Beacon Press, UK, 2002.
9. 'Indian Tourism Statistics 2011', Published by Market Research Division, Ministry of Tourism, Government of India, New Delhi, 2012.
10. Matt Humke, Solimar International, 'Sustainable Tourism Enterprise Development: A Business Planning Approach Sustainable Tourism (International Cooperation for Development Online Tool Kit and Resource Series)', The George Washington University, Washington DC.
11. 'State Action Plan on Climate Change for Andhra Pradesh', Survey prepared by Environment Protection Training and Research Institute (EPTRI), Submitted to Ministry of Environment and Forests, Government of India, New Delhi, 16th July, 2011
12. 'Tourism Department, Government of Andhra Pradesh: Sustainable Eco-tourism – A Case Study from India' by Jayesh Ranjan, Secretary, Tourism Department, Government of Andhra Pradesh, presented in the International Institute for Peace through Tourism's 5th IIPT African Conference: "Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World," was held in Lusaka, Zambia, in May 2011
13. 'Tourism for Nature and Development: A Good Practice Guide', Secretariat of the Convention on Biological Diversity, World Tourism Organization and the United Nations Environment Programme, Montreal, 2009.
14. 'Tourism Survey for Andhra Pradesh', Final Report of Ministry of Tourism (MR Division), Government of India, Prepared by AC Nielsen ORG-MARG, 2010.
15. 'Understanding the Sustainable Development of Tourism', Study Material Design & Setting by P.K. McBride, Published by Good fellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ, 2010.

## JOURNALS

1. Bramwell Bill & Lane Bernard, 'Critical Research on the Governance of Tourism and Sustainability', *Journal of Sustainable Tourism*, Vol. 20, Issue-2, 2012, Routledge, UK.
2. Clarke Juckie, 'A Framework of Approaches to Sustainable Tourism', *Journal of Sustainable Tourism*, Vol. II, Issue-2, 2003, Routledge, UK, Published Online 29march 2010.
3. Dr. Krishnaiah, 'A.P Tourism- SWOT Analysis', *Asian Journal of Research in Social Science & Humanities*, Vol. 2, Issue-4, April-2012.
4. Zhenhue Liu, 'Sustainable Tourism Development: A Critique', *Journal of Sustainable Tourism*, Vol. 2, Issue-2, 2003, Routledge, UK, Published Online 29march 2010.

