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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE THRESHOLD EFFECT ON MILITARY EXPENDITURE: A PANEL SMOOTH TRANSITION AUTOREGRESSION APPROACH <i>PO-CHIN WU & CHIA-JUI CHANG</i>	1
2.	JOB STRESS AMONG PUBLIC AND PRIVATE SECTOR WORKERS: AN EMPIRICAL COMPARISON <i>RIZWANA RAFIQ, DR. PARVEZ AHMED SHAH & DR. ALI M AL-.MEDABESH</i>	6
3.	IMPLEMENTATION OF HUMAN RESOURCE ACCOUNTING PRACTICE IN CCI: CEMENT CORPORATION OF INDIA LIMITED <i>DR. SAMIR M. VOHRA</i>	11
4.	GROWTH AND PERFORMANCE OF KASHMIR HANDICRAFT INDUSTRY DURING LAST DECADE (2005-2014) <i>ADIL AHMAD RESHI & DR. PRABAKAR PANDAY</i>	17
5.	EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY <i>DHANYA ANNA KURIAN & DR. SHIKHA KAPOOR</i>	21
6.	EXPLORING THE PERCEPTION OF HOTEL MANAGEMENT GRADUATES TOWARDS ENTREPRENEURSHIP <i>DR. ANIL CHANDHOK & DR. BHAVET</i>	28
7.	A STUDY OF THE FINANCIAL INCLUSION THROUGH JAN DHAN YOJNA: ISSUES, PROSPECTS AND PERFORMANCE <i>SWATANTRA KUMAR & DR. SANJAY BAIJAL</i>	38
8.	CONSUMER MOTIVATIONS FOR BLOOD DONATIONS IN DEVELOPING COUNTRY: A STUDY ON RAJSHAHI CITY IN BANGLADESH <i>SHIB SHANKAR ROY</i>	43
9.	CHALLENGES FACING COUNTY GOVERNMENTS IN THE IMPLEMENTATION OF INTEGRATED FINANCIAL MANAGEMENT INFORMATION SYSTEM: THE CASE OF TAITA TAVETA COUNTY <i>BONAVENTURE FELIX MWANDAU MWAKIO</i>	58
10.	REVISITING HOFSTED: IS IT RELEVANT IN GLOBALIZED ERA? <i>DEEPTI SEHGAL</i>	61
11.	VARIABLE AFFECTION ON FINANCIAL INVESTMENT OF SALARIED PEOPLE AT NANDED CITY DURING 2012-2013: AN EMPIRICAL STUDY <i>NANDKUMAR BABURAO BODHGIRE</i>	64
12.	DOES GOOD CORPORATE GOVERNANCE AFFECT PERFORMANCE OF COMPANIES? <i>SHWETA SHARDA</i>	69
13.	PARADIGM OF INDIAN TOURISM IN THE CHANGING SCENARIO <i>KAPIL SHANKER TIWARI</i>	80
14.	DEPOSITORY SYSTEM IN INDIA: AN OVERVIEW <i>LENY MICHAEL</i>	85
15.	A STUDY ON INCOME FROM SALARY AND SOME DEDUCTIONS WITH REFERENCE TO INDIAN I.T. ACT, 1961 AND DTC BILL, 2013 <i>DR. SIDDHARTHA SANKAR SAHA & MITRENDU NARAYAN ROY</i>	89
16.	RISK MANAGEMENT IN E-BANKING: ISSUES AND CHALLENGES <i>DR. K.S.SEKHARA RAO & C. PADMA PRIYA</i>	94
17.	FINANCIAL LITERACY AMONG INVESTORS: THEORY AND CRITICAL REVIEW OF LITERATURE <i>DEEPAK, PARDEEP SINGH & ARNAV KUMAR</i>	99
18.	WOMEN'S PROPERTY RIGHTS IN KAUTILYA'S ARTHASHASTRA <i>SUNITA DEVI</i>	104
19.	A STUDY OF FOREIGN INSTITUTIONAL INVESTMENT (FII) & ITS IMPACT ON STOCK MARKET IN INDIA <i>NIDHI KHANDELWAL</i>	107
20.	THE IMPACT OF INFLATION RATE AND INTEREST RATE ON REAL ECONOMIC GROWTH RATE: EVIDENCE FROM INDIA <i>MUHAMMAD AHMAD USMAN</i>	110
	REQUEST FOR FEEDBACK & DISCLAIMER	116

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PARADIGM OF INDIAN TOURISM IN THE CHANGING SCENARIO

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ABSTRACT

All through the last decade, the tourism industry has seen many noteworthy changes that will have a historic impact on probable tourist demand. On the one hand, the rise of e-tourism, the democratization of travel and the inclination to book and to make up one's trip online rather than to buy a standard tourist package proposed by a tour operator, stood out with regard to the new traveler's preferences. Where as on its conflicting, many of the challenges like natural disasters such as earthquakes, tsunamis, floods and drought as well as health issues, such as dengue, avian and swine influenza has changed our perception of holiday and leisure. Therefore, it would be mesmerizing to hypothesize about the potential trends in travel that we can expect to see over the next decades. Tourism industry in India is escalating and it has massive prospective for generating employment and earning huge amount of foreign exchange besides giving a fillip to the country's overall economic and social expansion. But much more leftover is to be done. Eco-tourism must to be encouraged so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be urbanized in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, this paper will enable to understand motto that tourism is a multi-dimensional action, and basically a service industry, it would be essential that all divisions of the Central and the governments of the respective states, non-governmental sector and charitable organizations become active partners in the endeavour to attain sustainable growth in tourism, if India is to become a world player in the tourism industry.

KEYWORDS

Eco-tourism, natural disasters, employment, foreign revenue and multi-dimensional.

INTRODUCTION - TOURISM

The word "tour" is derived from the Latin 'tornare' and the Greek 'tornos,' meaning 'a lathe or circle; the association around a central point or axis.' This meaning changed in modern English to represent 'one's turn.' The suffix -ism is defined as 'an action or process; typical behavior or quality' whereas the suffix -ist denotes one that performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can disagree that a circle represents a starting point, which ultimately proceeds back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original initial tip, and therefore, one who experiences such a journey can be called a tourist.

Over the decades, tourism has experienced continued growth and diversification to become one of the fastest growing economic sectors in the world.

REVIEW OF LITERATURE

Tourism has become a thriving global industry with the supremacy to shape developing countries in mutually positive and negative ways. No doubt it has become the fourth largest industry in the global economy. Similarly, in developing countries like India tourism has become one of the key sectors of the economy, contributing to a large percentage of the National Income and generating huge employment opportunities. It has become one of the best ever growing service industry in the country with great potentials for its further development and diversification.

However, there are pros and cons concerned with the expansion of tourism industry in the country. In this paper the researcher has attempted to highlight the development as well as the negative and positive impacts of tourism industry in India is highlighted.

India is a country of all reason & all season and full of an assortment of varieties of tourist attractions & tourism resources. India's rich tradition of heritage has created glorious architectural styles, temple cities and towns with other fascinating splendid monuments. India's Hills & mountains offer some of the finest sites in the globe to linguistically chill out & rejuvenate the mind, body & soul. The vast coastline covering nine states really offers a unique experience of beach tourism. So in a true sense, India posses the necessary qualities of 'Incredible India', it's an ecstasy for all types of Tourists.

All through the last decade, the tourism industry has seen many remarkable changes that will have a historic impact on potential tourist demand.

OBJECTIVE

On the one hand, the rise of e-tourism, the democratization of travel and the tendency to book and to make up one's trip online rather than to buy a standard tourist package projected by a tour operator, stood out with view to the new traveler's preferences. Where as on its contrary, many of the challenges like natural disasters such as tsunamis, volcanic eruptions and earthquakes as well as health issues, such as avian and swine influenza, have changed our insight of holiday and leisure.

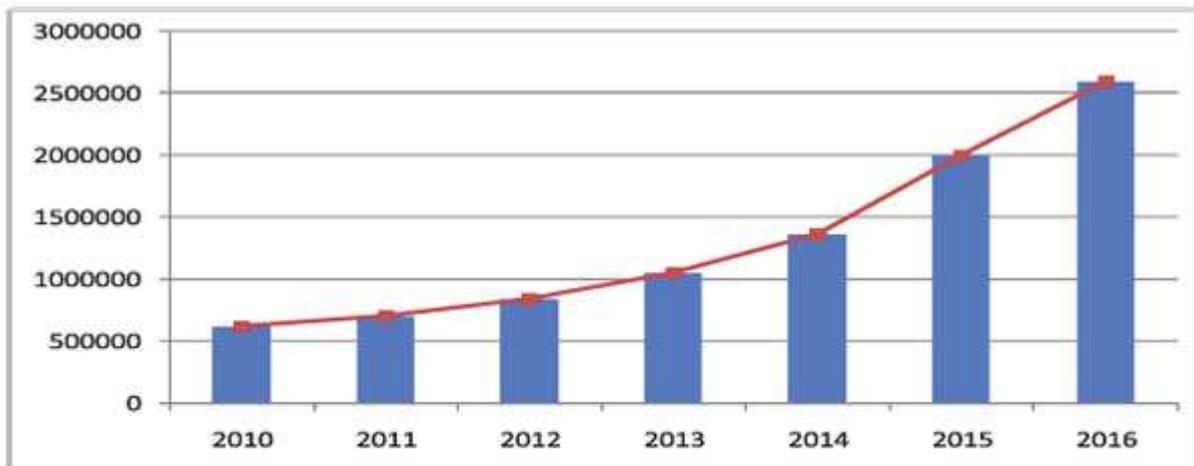
Therefore, it would be mesmerizing to hypothesize about the future trends in travel that we can anticipate to see over the subsequently decades.

DEVELOPMENT OF TOURISM IN INDIA**PRESENT SITUATION AND FEATURES OF TOURISM IN INDIA**

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

FIG. 1



Interpretation of graph in numbers -

Year	2010	2011	2012	2013	2014	2015	2016
No of Arrivals	650,000	750,000	850,000	1,050,000	1,350,000	2,000,000	2,500,000

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

Tourist Attractions in India: India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

Despite the economic slowdown, medical tourism in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India". The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

Initiatives to Boost Tourism: Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

CONSTRAINTS

The major constraint in the development of tourism in India is the non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number.

Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

PROCLIVITY OF TOURISM

NEW EMERGING OUTBOUND MARKETS

Among the biggest emerging outbound markets, we can cite here China and India with over a billion people each, many of which are starting to travel internationally. If we look, for instance, at the number of Chinese people who traveled abroad, it rose considerably between 2011 (34,524 million travelers) and 2013 (57,386 million travelers) thus marking a 66 per cent increase over the two years.

This implies that inbound destinations interested in those promising markets should get prepared for this large influx by:

- Improving their infrastructure, mainly road and airport infrastructures;
- Preparing communication media in relevant languages;
- Ensuring better air connections by seeking common ground with other airline companies or Tour-Operators;
- Initiating in-depth studies on tourists' travel needs from those markets.

GREEN TOURISM

Green tourism, also known as nature-based tourism or sustainable tourism, is in great demand and will continue its growth in the future since many travelers are now aware of the negative impact tourism might have on the environment and have, therefore, become more responsible with regard to sustainability.

CLIMATE CHANGE AND ALTERNATIVE FUTURE TRANSPORT

When thinking of the warming of the planet, the erratic weather patterns and the natural disasters that will likely occur and are occurring already, we can describe global climate change as one of the worst disasters to hit the humanity.

Furthermore, destinations should expect climate change to have an impact on tourists' purchasing trends. We will gradually see new means of transport gaining ground to the detriment of air traffic: Will tourists be willing to fly across the ocean if they consider the carbon footprint of their flights?

Travelers may opt for journeys made by train, boat or coaches especially that these modes are nowadays offering more comfort, great web accessibility and timetables suitability. In addition, shorter trips within the same continent or the same geographical region will more likely outweigh the long ones.

TRAVEL WITH A MISSION

Another important future trend is travels that incorporate an added-value rather than just a classic lazy sun and see vacation: Many travelers are nowadays looking for real travel experiences that enrich their culture and let them live and feel the authenticity. Furthermore, they seek out travels that involve volunteering (e.g. providing support to a population in need, humanitarian actions, etc.) or that include a particular mission, for instance, learning a new language, exploring new culinary techniques, attending a seminar, a concert or an event, etc.

As a result, tour operators are now becoming specialists rather than generalists: Some are positioned as experts in golf vacations while others are specialized in cultural tours and so on.

SOCIAL MEDIA

Social media includes web-based and mobile technologies used to turn communication into interactive dialogue between organizations, communities and individuals. The last decade has witnessed an unprecedented rise of social media in many different forms: Collaborative projects (e.g. Wikipedia), blogs and micro-blogs (e.g. twitter), content communities (e.g. YouTube), social networking sites (e.g. Facebook), etc.

Businesses currently refer to social media as consumer-generated media since they are relatively inexpensive and accessible to anyone compared to industrial or traditional media. In the US, for example, social networking now accounts for 22 per cent of all time spent online.

However, if destinations or tourism authorities decide to use these online platforms to make promotions or to bring updates, it is crucial that they understand how to deal with social media to become effective influencers and thus cleverly pass the desired message to public. Furthermore, organizations should always bear in mind that people are nowadays resistant to marketing in general and especially to direct social marketing and hence they should find better tricks to be socially powerful. Some studies came up to these organizations with two important suggestions: Either to establish themselves as "experts" in a particular field or area, thereby become influencers in that particular field or area, or try to gain trust and credibility as most people prefer to learn from other people like them who share their experiences rather than from marketers.

SAFETY AND SECURITY

Tourism is very different from what it was prior to the notable terrorist and criminal attacks the world has recently witnessed. Modern tourism is a multifaceted and complex industry involving many stakeholders. Safety and security need, therefore, to be priorities for any tourism destination.

Furthermore, policies and practices that protect both tourists and locals, and also that address how a crisis should be managed if the need arises are an essential component of tourism development. To reach the safety goal, governments should work on the implementation of an action plan that may include the following:

- Devoting special and sufficient budgets for safety issues: There is a common perception, especially in developing countries, that governments want tourists to receive extraordinary services within the confines of ordinary budgets. As a result, law enforcement agencies generally suffer from a lack of funding, manpower shortages and low-morale staff due in part to low pay and lack of resources.
- Involving all stakeholders in crime prevention programmes (e.g. hoteliers, airline companies, the local population, transportation agencies, restaurants, bars, taxi drivers, etc.) since safety is everyone's responsibility. This can be achieved through a better coordination between stakeholders as well as through appropriate planning and awareness campaigns.
- Security professional tourism training: Security professionals, who work in tourism areas, need to be sensitive to the special needs of the transient person. In fact, they need to know how to reduce crimes' probability and how to comfort the tourist if he/she is a victim of a crime.
- Property inspections with minimal safety standard: it is often easier to prevent a crime than to deal with it post facto.

In brief, as today's tourists seek places that are safe and secure, countries should continue to get heavily involved in developing policies that protect their population and visitors from perceived unsafe situations.

WORKFORCE DEVELOPMENT

The success of the tourism and hospitality sector is based on the continually evolving challenge of "selling the intangible". Thus, the human factor is of an increased importance. If we look, for instance, at destinations and companies selling tourism services, they are struggling to differentiate themselves beyond just the physical product. In other words, it is the human element that creates their competitive advantage and what makes or breaks a tourism experience.

Nevertheless, due to the large human resource needs of the tourism industry, there is often a lack of qualified employees available to the industry. Destinations that want to consolidate their positions in the future world travel market should then work hard on upgrading their workforce. This can be achieved by:

- Developing a sustainable workforce, either through education and training of their own workforce, or through migration policies.
- Implementing appropriate educational policies for all tourism organizations (hotels, amusement parks, restaurants, bars, etc.). These policies should be designed and developed by relevant tourism entities within the government and not by other entities, as in some instances, educational policies are set by the ministry of education!
- Creating human resource councils that address the needs of the tourism sector at a local, regional or national level and aiming at reducing the gap between what is offered and what is needed, and focusing on quality control and related issues.

ECONOMICAL AND SOCIAL SCENARIO OF INDIAN TOURISM

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

POSITIVE IMPACTS

- 1. Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.
- 2. Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
- 3. Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
- 4. Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.
- 5. Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

NEGATIVE IMPACTS

- 1. Undesirable Social and Cultural Change:** Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

ENVIRONMENTAL IMPACT OF TOURISM IN INDIA

The tourism industry in India can have several positive and negative impacts on the environment which are as here below.

POSITIVE IMPACTS

1. DIRECT FINANCIAL CONTRIBUTIONS

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

2. CONTRIBUTIONS TO GOVERNMENT REVENUES

The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

3. IMPROVED ENVIRONMENTAL MANAGEMENT AND PLANNING

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

4. RAISING ENVIRONMENTAL AWARENESS

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

6. PROTECTION AND PRESERVATION OF ENVIRONMENT

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

NEGATIVE IMPACTS

1. DEPLETION OF NATURAL RESOURCES

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

(i) Water resources: Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water. (www.gdrc.org/uem/eco-tour/envi/index.html). In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

(ii) Local resources: Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

(iii) Land degradation: Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials (www.gdrc.org/uem/eco-tour/envi/index.html)

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

2. POLLUTION

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution (www.gdrc.org/uem/eco-tour/envi/index.html).

(i) Air and Noise Pollution: Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas (www.gdrc.org/uem/eco-tour/envi/index.html).

(ii) Solid waste and littering: In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides.

In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities (www.gdrc.org/uem/eco-tour/envi/index.html).

(iii) Sewage: Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae,

which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerala, Maharashtra, Tamil Nadu, etc.

3. DESTRUCTION AND ALTERATION OF ECOSYSTEM

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerala, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

CONCLUSION

This analysis clearly highlights that destinations seeking to maintain or strengthen their position in the future world of travel should start working on a long-term action plan comprising a set of strategies that comply with these eight trends. In any case, the above study deserves a deep reflexion as it might spark other ideas and create interesting debates.

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's over all economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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