

# **Sustainable Development for Society, Industrial Development, Material, Energy and Environment: Key Issues, Opportunities and Challenge**

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## **THE ROLE OF TOURISM IN SUSTAINABLE DEVELOPMENT OF MAHARASHTRA**

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### **Abstract:**

*Tourism refers to domestic or international travel that takes place for either business or personal purpose. It relates to the activity of travellers on trips outside their usual environment with duration of less than one year. It is a fast-growing economic activity in the world and is playing an important role in the economy of many nations. Tourism serves to stimulate the development of basic infrastructure, contributes to the growth of domestic industries, attracts foreign investments and facilitates the transfer of technology and information. Rapid growth of industrial and commercial sector resulted in urbanisation of hitherto rural areas after industrial revolution. The particular challenges and opportunities of sustainable development in the developing world are considered in rural and urban contexts. It is quickly seen that the two sectors are not distinct and that the environment and development concerns therein are often interrelated. Indeed, one of the limitations of past development policies has been their tendency to consider rural and urban areas separately, and there is now better understanding of the complex and multidirectional linkages between the two contexts that shape landscapes and livelihoods.*

**Keywords:** *Tourism, Sustainable Development, Tourist*

### **Introduction**

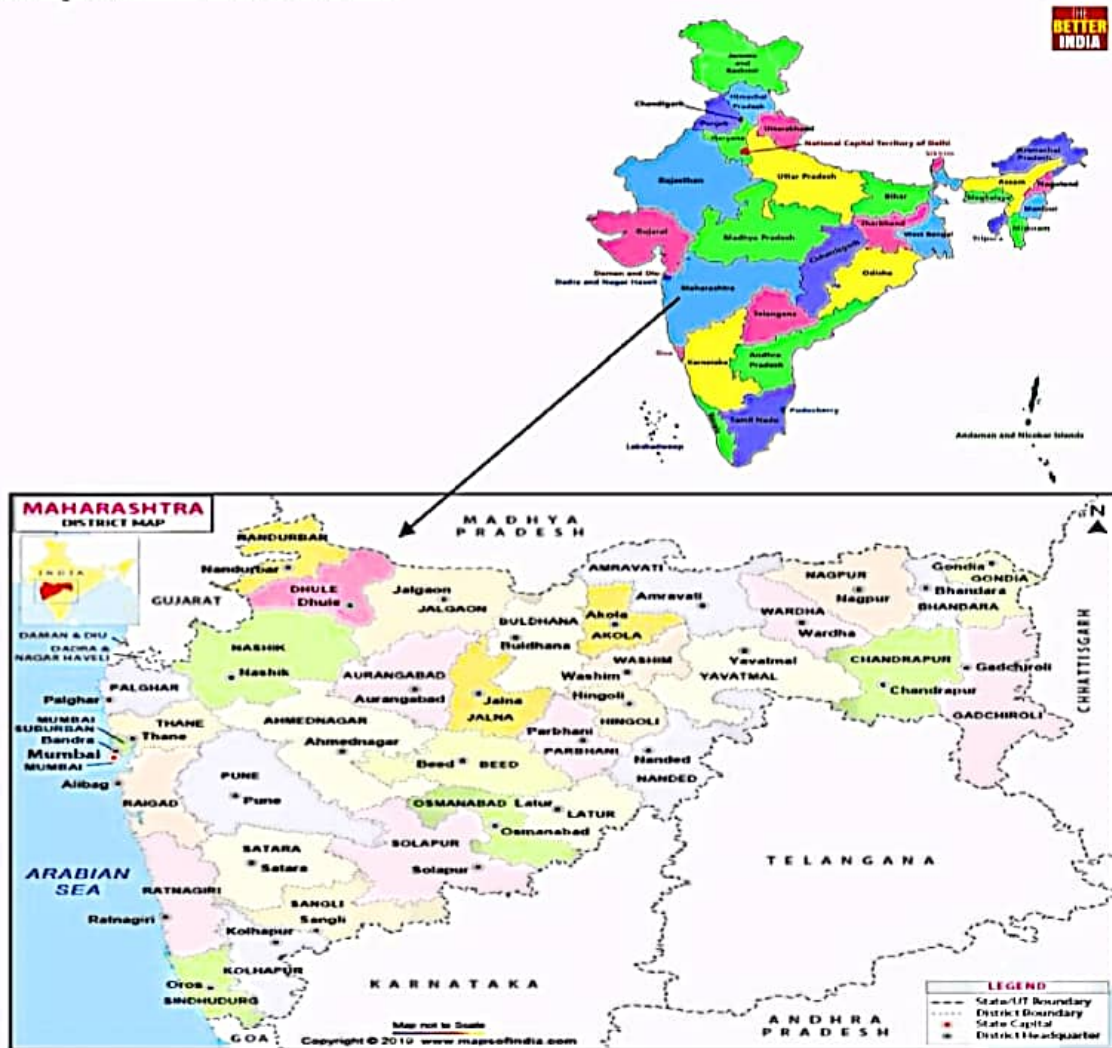
The concept of tourism in Sustainable developed in actually 20th century. As the term 'sustainable development' reaches further into popular consciences worldwide, as more institutions recognise sustainability as a major policy goal, and at a time of a heightened sense of urgency in many arenas of environment and development, there is a continued need to reflect critically on what is trying to be achieved, whose interests and values may be dominant and what the costs and benefits of particular interventions, that is, policy responses and management decisions, are for particular people and local environments. The origins of the notion of sustainable development, its varied 'meanings and the contribution of different disciplines are analysis of thinking and practice in development theory and in environmentalism. Whilst the interdependence of future environment and development ends has been embraced in both literatures, it is seen that substantial debate and contestation characterise both the theory and practice of sustainable development. The historical overview presented confirms that the context within which environment and development objectives are being pursued is changing rapidly, requiring continuous re-evaluation of

the meaning of sustainable development as presented within particular schools of thinking and major international summits, for example. Monotonous urban lifestyle, lack of proximity to natural beauty and work stress created demand for outdoor recreation. Recreational centres in rural-urban fringe developed in European and North American countries first and in the later phases in developing countries of Asia and other continents. International tourism grew manifold. New types of tourism also emerged in the later phases such as eco-tourism, agro tourism, dark tourism, cruise tourism, responsible tourism and social tourism. Advanced transport and communication network, paid holidays, leave travel concessions, and growing number of tour operators have contributed to the expansion of travel and tourism sector. Spectacular growth in mass tourism in India is a result of economic, technical and scientific progress.

### **Study Area:**

Maharashtra State came into existence on 1st May, 1960. It extends between 15° 33' 46'' N to 22° 02' 13'' N latitudes and 72° 38' 45'' E to 80° 53' 17'' E Longitudes. Its geographical area is 3.08 lakh Sq.km. It is located along the western coast of Peninsular India.

### Location Map of Maharashtra in India



#### Methodology:

The current study made use of a mixed method design that incorporated both qualitative and quantitative research paradigms. According to Lisle (2011), "when mixing both quantitative and qualitative research, the researcher gains in breadth and depth of understanding and corroboration, while offsetting the weaknesses inherent to using each approach by itself".

Various sources of Primary data and secondary data have been used in present research work. Gazetteer of Maharashtra and various districts of Maharashtra to understand geographical, socio cultural and demographic characteristics of the study area. Toposheets and various maps published by survey of India. Websites of Indian Tourism Development Corporation,

Maharashtra Tourism development corporation, WTTC, UNESCO, WTO and other organisations to get latest scenario of tourism development in different parts of India and World. Research journals, reference books, online scholarly articles, conference proceedings, news -papers, travel vlogs and blogs to study multi- dimensional treatment given to present research theme.

#### Tourism in Sustainable Development

**1.Tourism:** It may be defined "as the processes, activities and outcomes arising from the relationships and their interactions from tourists, tourist's suppliers, host governments, host communities, and their surrounding environments that are involved in the attracting and hosting of visitors."



**2. Tourist:** World Tourism Organization (WTO) has defined "tourist as a person travelling to and staying in places outside their usual environment for not more than one

**3. Tourism Product:** It has a significant place in tourism industry. It is a bundle of activities, services, and benefits that constitute the entire tourism experience. This bundle consists of destination attractions, destination facilities, accessibility, images and prices. Tourist products can be determined on two distinct levels namely the total tourist product and specific product. The total tourist product comprises a combination of all the elements which a tourist consumes during his/her trip. The specific products are components of the total tourist product and can be sold as individual offerings such as accommodation, transport or recreational facilities.

**4. Stakeholders of tourism industry:** It includes organisations within the established tourism industry like hotel operators, government agencies, nongovernment organisations (NGOs), and local community.

**5. Local community:** "a community refers to a group of individuals living or working within the same geographical area with some shared cultures or common interests." This geographical definition of community is essential to understand how community development is linked or the ability of a community to improve tourism development.

**6. Carrying capacity of Tourist areas:** It is the maximum number of people who can use site without an unacceptable alteration in the physical environment and without unacceptable decline in the quality of the experience gained by visitors.

**7. The tourism multiplier effect:** It was invented many years ago, and it was mostly based on the Keynesian Keynes's principles of recirculation of part of the income by its recipients in the form of consumption expenditure which then creates more income and activity. The basis for calculating a simple multiplier is the direct cash influx in an economy, e.g. via tourist expenditure, which naturally implies higher income for the providers of tourist services; eventually, this will be distributed in the form of wages, salaries, rents, interests, profits, and a

**References:**

consecutive year, for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

percentage of it even as 7 indirect income to the providers of goods and services, who contribute to the organization and operation of tourist businesses.

**8. Concept of Life Cycle of Tourist Area Destination:**

This concept was introduced by Butler (1980) Bojanic, D. (2003). The life cycle follows an asymptotic curve, which resembles the letter 'S'. According to the tourist area life cycle concept, a tourist destination progresses through five stages namely: exploration, involvement, development, consolidation, stagnation, and post stagnation. Increased advertising induces a pattern of seasonal variation and a definite market area begins to emerge. Development stage: This is the last stage where there is continued growth in the number of visitor arrivals. There is a noticeable development of additional tourist facilities and increased promotional efforts. The destination experiences a shift in control of the tourist trade to outsiders, and the number of tourists at peak periods outnumbers the local residents. This results in some antagonism toward tourists

**Conclusions:**

It is noticed that most of the tourist sites in the Maharashtra are looking in mechanism to keep record of the number of tourists visiting the place. Tourism is one of the strongest drivers of world trade and prosperity. Poverty alleviation is one of the greatest challenges for developing countries. Tourism can play very important role in this task. Tourism contributes 5 percent of the world's GDP. It accounts for six percent of the world's exports in services being the fourth largest export sector after fuels, chemicals and automotive products. Tourism is the major source of foreign exchange for many developing and least developed countries. For 20 of the world's 48 least developed countries of the world. Tourism is the first or second largest source of export earnings. In small island states, tourism can account for over 25 percent of GDP.

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