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Sustainable tourism development practices espoused by local government: Study with reference to Ramanathapuram district

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Abstract

Tourism is one of the largest and fastest-growing sectors in the world, according to recent statistical data (WTO, 2013). Many developing nations prioritize the development of their tourism industries in their economic development plans. The tourism sector can also be seen as a detrimental factor, contributing to externalities like traffic, deterioration of the environment, and cultural and environmental damage. Where there is a lack of thoughtful planning and efficient management of tourism development, these issues are more likely to worsen. Academic research has looked at the collaborative interactions that arise between the various tourism development agents as tourist sites are developed. Using the Indian tourism case study, the article argues that it is important to understand the roles, responsibilities and benefits of a destination's three key stakeholders in sustainable tourism practices and policies, and also how they respond to their introduction. The aim of this article is to better understand the development processes of tourism development towards sustainable development in Tamil Nadu according to key actors: local authorities, tourism operators and local communities, focusing mainly on the challenges and weaknesses that exist within and spread outside the borders. The local government and hinder the development of India as an important tourist destination in Tamil Nadu. Research data collection methods: Literature reviews, secondary data and semi-structured interviews are used to better understand key research questions. Each method is nourished and strengthened by the others and their combination.

Keywords: Sustainable tourism, local government, destination, stakeholder

Introduction

There has been a growing recognition in many tourist destinations that current management practices may lead to undesirable impacts on environment and society, which, in turn, can threaten both tourism development itself and the economic viability of Indian States. These problems are exacerbated where there is a lack of well-designed planning for and effective management of sustainable tourism development. The failure of development in many areas has dictated the need for a reform or a radical rethinking of the concept of development, and changes are required in both goals and methods. The growing awareness of these challenges to traditional development doctrines has led to the increasingly wide acceptance of a new concept – that of sustainable development. Sustainability has recently become a central theme on the tourism industry development agenda in many developing countries. It can also be one of the most effective factors in promoting the sustainable development of the regional economy. In India it is necessary to promote tourism because it offers the potential to create jobs, improve community incomes, and increase both foreign exchange and government revenues. Local and national authorities are increasingly using the term “sustainable tourism” and incorporating it into their programs. This rate is expected to continue to increase in the future as the potential of sustainable tourism to create jobs and increase competitiveness becomes increasingly clear. Sustainable tourism is not an independent or special form of tourism; all forms of tourism should be more sustainable. The concept of sustainable development is now widely accepted as a path to a better future. It has become a topic of interest for planning professionals and policy makers and an area of growing research interest among scholars. Certainly, the coexistence of multiple stakeholders is one of the characteristics of a destination. These may include: different levels of authority (international, national, regional and local tourism organizations); Tourism promoters and entrepreneurs, operators of the tourism industry; Professionals from the non-tourism sector and the community in general.

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The Policy aims to develop Tamil Nadu's tourist industry sustainably. It emphasizes giving visitors a secure and excellent experience as well as fostering an atmosphere that is favourable to investments in the travel industry. Promoting environmentally and culturally sustainable travel is one of the key tactics. The Department of Tourism aims to "device and implement policies to promote sustainable tourism that creates jobs and promotes local culture products by 2030," according to a target established by the Tamil Nadu State Planning Commission. Guidelines for the registration of adventure tour operators in the state have been developed in an effort to simplify and standardize operations and guarantee the conduct of safe, accessible, and sustainable adventure tourism activities in the state. The continued development of sustainable tourism to achieve the best balance between economic benefits and social and environmental impacts is currently a challenge for many local governments around the world the article explores two fundamental questions:

- What do we mean by more sustainable tourism? and
- What are the roles and responsibilities of local authorities in managing tourism for sustainable development?

The aim of the study is first to examine the problems faced by local governments in managing tourism and the practices and approaches that have been used to solve these problems. It is also widely recognized that there is a significant gap between sustainable tourism planning and its actual implementation. Many tourism development plans are never implemented, particularly due to the lack of information to support planning and the lack of effective tools that enable their implementation. This also means that understanding why there is a gap between ideology and practice is a crucial step towards implementing the concept of sustainable tourism into the daily practice of the tourism industry in India. Ramanathapuram offers many tourist attractions. Visitors travel from other states and nations to take in the picturesque splendor; Rameswaram is the most popular pilgrimage site located in the Tamil Nadu state positioned atop a striking land mass on the sharp beyond Tamil Nadu. Rameswaram is a prominent closest tourist destination to Ramnad. It is simple to ascend Ramanathapuram, which is connected to the important cities in the state and the neighboring states through the National Highway and the Air Route. The Ramanathapuram's climate doesn't change.

Objective of the study

- To examine the role and responsibility of local government in promoting tourism
- To investigate the partnerships and local government challenges.

Research Methodology

The research methodology includes theoretical research. The theories are collected on extensive contemporary literature, documents and projects related to sustainable tourism development and the role and responsibilities of the public sector in the implementation of sustainable tourism. This helps to obtain more detailed information and create a clear picture of the concept of sustainable tourism development and the role of local government in sustainable tourism development in a tourism destination and stakeholder participation. Respondents were also asked what

barriers and limitations exist in the introduction and implementation of environmental activities and sustainable tourism practices. An important theme raised during the interviews was the role of local government in the adoption of sustainable development principles by the private sector and the local community.

Sustainable tourism development

This section discusses the general concept of sustainable development and its evolution, and so provides the context in which sustainable tourism has emerged and grown in acceptance, and the principles behind the development and operation of it. Sustainable tourism development should be seen as an adaptive paradigm, a part of the parental concepts of development and sustainable development, and it should aim at contributing to objectives of sustainable development. The beginnings of the sustainable development paradigm can be traced back to the environmental movement in Europe and North American during the 1960s, and in the Declaration of the United Conference on the Human Environment which contained 26 principles on the preservation of the environment. The term sustainable development was first used in 1972 in a report to the Club of Rome entitled "The Limits to Growth," written by a group of American scientists from MIT. The group analysed the fundamental factors that could limit the development of the planet: population, agricultural production, natural resources, industrial production and pollution. The report of the World Commission on Environment and Development, commonly known as the Brundtland Commission, drew the world's attention to the need to promote development that does not endanger the environment and takes into account existing resources. Tourism can make a significant contribution to greenhouse gas emissions and climate change. The development of sustainable tourism aims to reduce the carbon footprint and mitigate climate change by promoting energy efficiency, renewable energy and responsible transport practices.

The influence of local government

The government's job is to promote sustainable tourist development in the area it serves. It ought to establish the destination's tourism industry's strategic orientation. In actuality, local government frequently operates under the auspices of the federal government and has a major influence on governance, particularly the formulation of sustainable development policies. This is a major justification for the need for additional study on the functions and undertakings of local government that impact tourism and sustainability in travel destinations. In the absence of government intervention, the goals of sustainable tourism might depend on self-regulation or voluntary measures, to which not all industries will be amenable. The political trend has shifted such that the state now conducts its operations through arm's length agreements more often, with agencies, public-private sector partnerships, the voluntary sector, markets, and quasi-markets playing an increasingly important role. Public trust and engagement have also decreased under representative politics in governance, and public forums are now used more frequently in its place.

1. Involving the Local Community: At these tourist destinations, spaces will be set aside for local merchants and

retailers to market their goods. Through incentives, the local people will be urged to use these vendor spaces, which are in close proximity to tourists and other visitors.

2. Visitor Management: During the busiest times of year, procedures will be implemented to control the throng. Online ticketing, real-time crowd level updates, planned circulation systems, barricades, signage, and an automated footfall counter are some of these precautions. There will be designated parking spaces at each location.

3. Encouraging Sustainable Practices: At all major tourist destinations, green projects like rainwater harvesting, solar energy usage, daylight/movement sensors in corridors, solar-powered street lights, and water-saving fixtures will be promoted.

To make it easier for tourists to go from one area of the state to another, wayside amenities must be constructed every 50-60 km along the state's state and federal roadways. Wayside facilities will be created by: The Department of Land's Public-Private Partnership (PPP) Model

- a) Cooperation with the Ministry of Highways and Road Transport (MoRTH): Consistent with the MoRTH's
- b) "Policy Guidelines for Wayside Amenity Development"
- c) Private sector projects to construct wayside amenities on privately owned land. The Department will release a "Scheme for the Establishment of Wayside Amenities"

Local government challenges and sustainability

Numerous obstacles impede local governments' ability to efficiently organize and oversee tourism at the destination level. The most frequent difficulty is combining tourism management with other duties and responsibilities of local government. Although it has been acknowledged that there is a challenge in linking sustainable development goals with tourism strategy, governments have come under fire for only partially implementing these principles in planning practice. As previously said, strategic orientation and the involvement of numerous stakeholders in the planning process are necessary for planning that adheres to the principles of sustainable development. Due to a general lack of government awareness of the principles driving sustainable tourism development, local governments have a difficult time supporting the growth of sustainable tourism has also pointed out that one of the ongoing challenges in public sector policy is its supportive rather than regulating nature.

Conclusion

There are three basic categories in which tourism can have an impact: economic, social, and environmental. Data generated by companies, governments, and industry associations is used to examine these consequences. Sustainable Tourism Development have focused primarily on Turkey as a developing nation, these arguments may apply to many other developing nations that have taken a similar approach to tourism development and have faced comparable challenges. Therefore, it could be possible to derive a number of broad implications. Economic viability, local prosperity, employment quality, social equity, visitor fulfilment, local control, community wellbeing, cultural richness, physical integrity, biological diversity, resource

efficiency, and environmental purity are the 12 goals of sustainability in tourism.

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