



Policy towards Environmental goals of Sustainable Tourism Development: A Study of Himachal Pradesh

Mehdi Ghasemivojoodi

Ph.D. Student at the Department of Public Administration, Panjab University, Chandigarh, India.

ABSTRACT With the emerging of importance of conservation about national resources and develop them in a sustainable manner, nowadays, sustainable development is a consequential trend for all industries and tourism as social phenomenon, source of environment and economic income, has a crucial role in this regards. In order to achieve to sustainable tourism development goals following the comprehensive sustainable policy is mandated. Government policy and action plan must make effectively in a way that can be able for achieving sustainable development goals. The aim of present paper is to investigate policy towards environmental goals of sustainable tourism development in Himachal Pradesh through evaluating of four parameters including physical integrity, resource efficiency, biological diversity, and environmental purity and review of Tourism Sustainable Development Policy in Himachal Pradesh.

KEYWORDS : sustainability, government policy, environment, conservation.

Introduction

A Sustainable tourism policy widely explains the procedure, affirmation, and worthiness factors needed for sustainable tourism development in a specific area. The tourism policy is dynamic in nature and issue clarifies types of taxation and payment method, procedure of land acquisition, environmental program, finance resources, communication facilities, safety and security, procedure of registration of involved sections in tourism by government like travel agents, environmental volunteers, NGOs, forest fire-fighters, and use of tourism resources.

Sustainability of tourism is a broad concept. According to World Tourism Organisation (WTO): "Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system". This study attempt to explore the level of environmental sustainability based on four parameters.

Review of Literature

John Morreli (2011), this paper explored the efforts of others to define the concept within the context of specific disciplinary areas and sets forth a proposal for a basic understanding of the term "environmental sustainability" as an expansion of our common perception of the nature of human activity so as to more clearly connect it with the ecological concept of interdependence and to serve as a goal for environmental managers. This article defined environmental sustainability as a condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs nor by our actions diminishing biological diversity.

Phongphanich Nara, Guan-Guay Mao, and Tsair-Bor Yen (2014) this paper explored environmental management policy of coastal tourism to gather strategy and action for solving environmental impacts and applying sustainable development (SD) of coastal tourism. Hence, the findings of study shown that key environmental impacts provide valuable lessons for coastal recreation areas. It also proposed the appropriate environmental management policy of coastal tourism in Thailand. This article proposed the guidelines for the SD of coastal tourism that there are intended to solve issues related to the conflict between the need of tourism developmental and services requirements, as well as to preserve environment and resources in coastal tourism of country.

Definition of environmental parameters

This paper attempt to assess the H.P. tourism policy which it is relevant to environmental aspect based on four environmental parameters which introduced by UNWTO.

i) Physical integrity: To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual

degradation of the environment.

- ii) Biological diversity: To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.
- iii) Resource efficiency: To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
- iv) Environmental purity: To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

Objectives of the Study

- i) To study H.P. environmental policy towards sustainable tourism development.
- ii) To investigate of environmental parameters towards sustainability of tourism.

Research and Methodology

This study is based on both primary and secondary data and both quantitative and qualitative methods are applied to allow greater flexibility of data analysis. Primary data is collected with the help of suitably designed questionnaires through surveys from 120 tourism administrators and 135 tourism service providers spread in Shimla, Kullu, and Kangra destinations in Himachal Pradesh. To select the number for collecting responses, non-proportional judgment quota sampling is used. Secondary data is collected through published reports, literature and other relevant dependable sources. SPSS 24 is used for the purpose of analysis. Factor analysis and 'One-sample t test' are the statistical tools used.

Finding and Result

This section is related to testing the hypotheses of the study and found out the outcome. The position of respondents of the questionnaires are commissioners, general managers, publicity officers, deputy directors, superintendents, hotel inspectors, tourist information officers, official members of tourism development board, and official members of tourism development council as tourism administrators and members of hotel association, members of transport association, travel agents, owners of restaurants and cyber café, shopkeepers, and taxi drivers as tourism service providers.

Table 1. shows the results of factor analysis for the questionnaires. As Table 1. shows, for all three questionnaires, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was greater than 0.7 and, the Bartlett's test of sphericity was significant which indicates that the relationship among variables was strong (Sig.<0.05).

Table 1. KMO and Bartlett's test

		Questionnaire	
		tourism administrators	service providers
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.780	0.734
Bartlett's Test of Sphericity	Approx. Chi Square	30016.149	4859.534
	Sig.	<0.001	<0.001

H₀₁: The current Himachal Pradesh government policy and action plans are not effective tools in achieving the environmental goals of sustainable tourism.

Table 1. Summarizes the result of one-sample t test. As Table 1. indicates, since the significant level of test (Sig.) is less than 0.05 and the amount of test statistic 't' is positive (t(134)=3.164), therefore the H₀₁ is rejected and we accept that the current Himachal Pradesh Government's policy and action plans are effective tools for achieving the environmental goals of sustainable tourism.

Table 1. One sample t test to investigation of H₀₁

	t	df	Sig. (1-tailed)
Environmental goals	3.164	134	0.001

H_{01.1} : The current Himachal Pradesh government policy and action plans are not effective tools in achieving the biological diversity, resource efficiency, and environmental purity.

Table 2. Summarizes the result of one-sample t test. As Table 2. indicates, since the significant level of test (Sig.) is less than 0.05 and the amount of test statistic t is positive (t=4.356, 3.512, 3.680), we accept that the current Himachal Pradesh Government's policy and action plans are effective tools for achieving the physical integrity, biological diversity, and environmental purity. But since the significant level of test (Sig.) is more than 0.05, we accept that the current Himachal Pradesh Government's policy and action plans are not effective tools for achieving the resource efficiency.

Table 2. One sample t test to investigation of H_{01.1}

Variables	t	Sig. (1-tailed)
physical integrity	4.356	<0.001
biological diversity	3.512	<0.001
resource efficiency	-.706	0.241
environmental purity	3.680	<0.001

Conclusion and suggestions

As per secondary data the government look after environmental aspect of tourism and it designed policy to make optimal use of environmental assets that constitute a key element in sustainable tourism development, maintaining essential ecological processes and help conserve natural heritage and biodiversity. Also as per primary data, government policy and action plans are effective tools to achieve environmental goals and government set policy about as table 1. Shows based on primary data, the government policy and action plan are effective tools to achieve environmental goals, and as table 2. Shows government policy and action plan are not effective tools to achieve resource efficiency. A sustainable future depends on the careful management of resources to ensure their availability for present and future generations. Resources that are non-renewable, in limited supply, or essential for life support are of particular concern. These include land, fresh water, forests, minerals and fossil fuels. Ensuring that it uses resources efficiently is important both for the wellbeing of the local environment and host community and in maintaining global resources. So the researcher suggest to Himachal Pradesh government some suggestion as follows:

1. Reusing and recycling water where possible. (e.g. use of greywater to irrigate farmland, parks and gardens).
2. Improving infrastructures and develop airports in other tourist area, maintenance of roads, public transportation, public utility, and regular monitoring of public facilities.
3. Encouraging installation of water efficient technology such as low-flow showers and toilets especially in Dharamshala and Manali.
4. Minimizing consumption of energy from non-renewable resources Policies on energy use should seek to influence both sources of supply and consumption.
5. Promoting a reduce and recycle capacity.
6. Creation of markets to recycle tourism supplies such as paper and plastic.
7. Ensuring the efficient use of land and raw materials in tourism development.
8. Construction of tourism facilities should avoid profligate use of naturally occurring materials such as timber, stone, sand and gravel, and should take account of the capacity of local supply and competing demands.

References

1. World Tourism Organization (1997). International Tourism: a Global Perspective. WTO, Madrid.
2. Morrell, J., (2011). Environmental Sustainability: A Definition for Environmental Professionals. Journal of environmental sustainability, 1, (1), pp. 2-7.

3. Nera, P., Mao, G.G., and Yen, B.T., (2014). Applying environmental management policy for sustainable development of coastal tourism in Thailand. International Journal of Environmental Protection and Policy, 2, (1), pp.19-23.
4. UNWTO, and UNEP (2005). Making Tourism More Sustainable: a Guide for Policy Makers. pp.29-46.
5. India, Govt. of Himachal Pradesh, Dept. of Tourism and Civil Aviation, Shimla, 2013, pp.3-5.