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# The Role of Leisure Tourism on Sustainability of Environment

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## ABSTRACT:

The tourism sector is the major sector provides major employment to the skilled, unskilled and semi-skilled youth in India. Tourism sector also contributes to the GDP. There are many forms of tourism. Tourism is critical in cultivating cross cultural image among the people and as a result, the country's socio-economic growth. The major service sector in India is travel and tourism. Heritage, cultural, medical, business and sports are all segments provided by this industry. Leisure tourism is tourism for reasons other than business, such as visiting another location for the purpose of entertainment or another profit. The major objectives of the research paper are to collect, identify the classification of tourism and to examine the relationship between tourism and environment and also to find the positive impacts of tourism on environment. The data collected from the different secondary sources, reputed journals, text books, government reports, magazines, tourism department annual reports etc.,

leisure tourism provides employment to the youth directly or indirectly, it generates revenue to the government and private sectors. It leads to environmental sustainable protection and preservation.

**Keywords:** leisure tourism, sustainability, environment, destination.

## INTRODUCTION:

Tourism is critical in cultivating goodwill among the people and as a result, the country's socio-economic growth. India's main service sector is travel and tourism. Heritage, cultural, medical, business and sports are all segments provided by this industry. Tourism is a largest sector that necessitates and adjusts to the tourist needs, preferences, as tourism businesses place a customer loyalty, protection as well as enjoyment. Tourism as an industry contributes to the country's strong foreign exchange reserves and provides direct and indirect jobs to a large portion of the population.

Tourists are described by the IUOTO, also known as the WTO, as "temporary visitors staying for at least twenty-four hours in a country". The journey's intent can be divided into three categories:

- Leisure, vacations, fitness, education, faith and sports
- Business, family and mission meetings, among other things

With nearly \$550 billion in annual sales, tourism is actually the world's largest industry. It's an income source for countries of developing nature. If tourism's large infrastructure and resource demands (such as water use, waste generation and energy use) are not properly handled, it can have significant implications for local communities and the environment. Tourism is an industry that has the potential to improve profits and standard of living. Tourism is not only a job creator but also a development driver.

Tourism & Hospitality is a rapidly expanding Business. The tourism Sector is made up of all the businesses, organisations and services will meet the needs and desires of tourists. A more detailed concept of tourism is the amount of all industrial and commercial activities that generate goods and services dependent solely on domestic

tourists. The tourism industry on the other hand has distinct characteristics that set it apart from other industries. Other sectors on the other hand have their own distinct goods and services and often include several suppliers. A vacation package tour, for example, can include services from travel agencies, restaurants, airlines, hotels and other related businesses. The tourism industry is made up of several different components and sections that are all interconnected. Transportation, housing, attractions, marketing and government regulations are only a few examples. Many companies cover several industries and the effects of one aspect of the tourism industry can have a huge impact on other industries.

Tourism's is the fastest-growing industry in the twenty-first century has brought with it significant issues related to environment that must be tackled and resolved in order to achieve short term as well as long-term sustainability. Many natural resources have been endangered or destroyed as a result of land loss, deforestation, desertification, waste, species destruction and inefficient use of natural resources. On a national level, fragmented laws, inefficient regulation, insufficient health and safety and weak sustainable standards for emissions and waste

management, as well as a lack of public participation, have all led to the depletion of many natural resources.

**Major Research Objectives:**

- i) To identify the classification of leisure tourism;
- ii) To find the relationship between tourism & environment;
- iii) To find the positive impacts of tourism on environment.

**LITERATURE REVIEW: TOURISM CONCEPT AND DEFINITION**

Adriana (2005) stated in his article that following the emergence of the idea of tourism, different meanings of tourism emerged.

AkhmadSaufi, Danny O'Brien and Hugh Wilkins (2013) mentioned in his article that any of the meanings of organizations or individuals affiliated with tourism can be found below:

Sir Herman Van.S (1910) described tourism as "the totality of operations, primarily economic in nature, directly related to the entry, stay and movement of foreigners within and outside a given county, city or area". Albert Kriestian Novi AdhiNugraha, HaminHamin and Greg Elliott (2020) mentioned in his article that "Tourism can

be defined in terms of particular activities chosen by choice and performed outside the home environment". Tourism & Travel may include or exclude overnight stays away from home. Finally, in 1993 the United Nations World Tourism Organization (UNWTO) issued an official description of tourism.

**Data Collection:**

The Secondary data collected from various text books, Government reports, journals and magazines etc.

**4. PROMOTION OF RESPONSIBLE & SUSTAINABLE TOURISM**

Annual Report (2019-20), Ministry Of Tourism, Government Of India stated that The Ministry of Tourism has developed Tourism Criteria for Sustainable and Comprehensive for India (STCI) for major segments of the tourism industry, including accommodations, tour operators, Beaches, Lakes, Backwaters and Rivers, which are applicable throughout the world. Following consultations with various stakeholders, the Criteria were established. On March 15, 2016, the Ministry and the (ESOI) Eco Tourism Society of India signed a Memorandum of Understanding (MoU). Different Stake holders are among the target group. So far, five such Workshops have

been conducted in Jaipur, Goa, Guwahati, Bhopal and Ahmadabad.

### **Domestic tourism**

It is a significant contributor to the tourism industry. In 2018, were 1854.93 million domestic tourist visits, according to data provided by Government reports.

TSA also contributes to the country's jobs through tourism, both directly and indirectly. According to the 3rd TSA, the following table shows the estimated jobs created in the economy as a result of tourism in the years 2013-14, 2014-15, 2015-16, 2016-17 and 2017-18.

## **6. LEISURE TOURISM**

Ali Asadzadeh and Mir Sajjad Seyyed Mousavi (2017) explained in his article that various purposes have been classified, resulting in various types of tourism. Leisure tourism is the most common and fundamental form of tourism. Leisure tourism is a journey was undertaken by individuals individually or as a group to destinations for Entertainment and relaxation.

Alok Kumar (2017) mentioned in his article that the leisure tourism is tourism for reasons other than business, such as visiting another location for the purpose of

entertainment or another profit. The term "leisure tourism" refers to travelling to see beaches, dams, waterfalls, hill stations, amusement parks, picnic spots and other places of interest. Due to people's busy lives, leisure tourism has become very common in recent years. The key difference between heritage and leisure tourism is that heritage tourism involves travelling to a historical destination with the aim of learning about the history and culture of that location, while leisure tourism involves people travelling to places other than their usual destinations for the purpose of rest and relaxation or entertainment.

### **Major Divisions of Leisure Travel**

Hill station or Beach tourism, religious tourism, heritage tourism, spiritual tourism, historical tourism, cultural tourism, wild life tourism and adventure tourism are all examples of modern-day Indian leisure travel.

- **Tourism in Beaches and Hill Stations**

Several stations at Hills, such as Shimla, Nainital, Darjeeling, Ooty, Kulu Manali and Mahabaleshwar Pradesh, Kerala, Maharashtra, Chennai and Orissa all have some of the most beautiful beaches in India.

India has the advantage of having both an eastern and western coast, allowing visitors.

- **Cultural Tourism and Heritage Tourism**

Alvani SM, Pirouzbakht M. (2006) mentioned in his article that tourism entails visiting destinations in order to gain firsthand knowledge of the place, its topography, unique geographical features, biodiversity, landmarks, buildings, artefacts and activities that authentically reflect the myths, legends, folklore and people of the past. Cultural tourism (or culture tourism) is a subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people who live there, their history, art, architecture, religion(s) and other elements that help to shape their way of life. It includes tourism in urban areas, especially historic or large cities and their cultural facilities such as museums. Agra Fort, Buddhist Monument at Sanchi, Ajanta Caves, Chhatrapathi Shivaji Terminus, Champaner-Pavagadh Archaeological Park, Churches, Elephanta, Ajanta, Fatehpur Sikri, Ellora Caves, Chola Temples, Monuments at Hampi, Mahabalipuram; Humayun's Tomb, Delhi, Mahabodh and Khajuraho Temples.

- **Spiritual and Religious Tourism**

Andereck, K. L. and C. A. Vogt, (2000) mentioned in his article that the Religious

tourism, also known as "faith tourism", refers to trips to religiously significant locations for the purpose of obtaining mundane or esoteric benefits, as well as performing penance, religious obligations or rituals. The Golden Temple, Prayag, Varanasi, Jyotirlingas, Rameshwar, Kundigram, Ranchi, Vaishnodevi, Nalanda, Nathdwara, Vraj, Durgahas of Gurib Nawas, Mathura, Haji and Salim Chisti are among the places and destinations in India with a rich spiritual history that could attract a tourist seeking religion-related pursuits. Individuals engage in Spiritual Tourism to pursue emancipation and solace through a range of practices such as yoga, meditation, vipassana and others.

## **TOURISM AND ENVIRONMENT**

Andriotis, K. and R. D. Vaughan, (2003) mentioned in his article that the largest and most well-known industry in the world is travel and tourism jobs and private-sector development. The distinction between the physical and socio-cultural environments is typical in tourism. The aim of the socio-cultural environment is to influence his life in terms of human, political, cultural, economic and social factors. Modern tourism started with the Industrial Revolution. Observing the movement of

nature and coastal areas became a source of leisure and holiday spending. Travellers were affected by a variety of environmental factors, which is why they developed the following tourism-related products and services.

Wide spread media coverage about global environmental concerns and issues. Meanwhile, others argue that tourism is one of the strongest economic activities for minimizing environmental harm, contribute to environmental emissions indirectly. As a result, tourism growth should be undertaken with care and with the development of tourism in mind in the future; environmental conservation should also be vigorously sought. Fortunately, tourism trips have been stressing the value of environmental conservation in recent years.

## **ENVIRONMENTAL IMPACT OF TOURISM**

a) **Direct Financial Contributions:** Tourism will directly contribute to the protection for vulnerable areas and habitats.

b) **Improved Environmental Management and Planning:** The benefits to the natural environment can be improved.

c) **Contributions to Government Revenues.**

d) **Environmental Consciousness is rising:** Leisure tourism contributes to the Government revenue generation.

e) **Environmental Protection and Preservation:** Tourism may make a major contribution to environmental preservation.

## **CONCLUSION:**

The classification of leisure tourism has been discussed. The impact of leisure tourism on environment has been discussed. Leisure tourism should also put efforts for sustainability of environment. Government and Private Organizations and NGOs should focus on the development of leisure tourism in India. The major limitation of the study is time availability and the data accessibility from international sources. The entrepreneurial opportunities in leisure tourism, technology role in leisure tourism, tourist satisfaction levels in leisure tourism, trends in leisure tourism etc., the topics in which future research can be undertaken.

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