

CURRENT SCENARIO OF SUSTAINABLE DEVELOPMENT TOURISM IN UDAIPUR

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ABSTRACT

Background: *Tourism is an activity that consumes natural resources and while at its peak over exploitation of the resources occurs and on the other hand has potential to generate employment for inclusive growth. Sustainable practices by tourists can help in reducing water and energy cost as well as pollution. Rational practices by hotels can contribute in promoting gender equality in employment; encouraging locals by buying raw materials from them apart from energy and water saving and waste management. For ensuring the green and rational development the local government should work while aligning with guidelines given in smart city mission.* **Objective:** *This research aimed to find out about what is being done to promote sustainable tourism development by local governing authority, sustainable practices done by tourists and different service providers like hotels' sustainable practices for providing appropriate services.* **Methodology:** *This research covered the geographical area of the city of Udaipur in Rajasthan because it's one of the most famous places to visit for tourism in Rajasthan. The sampling included convenience sampling of 3 staff members from Municipal Corporation of Udaipur by conducting unstructured interviews and considering the information of schemes given on government site of Rajasthan for finding out government's initiatives for sustainable development of this tourist destination. The simple random sampling for 55 tourists' feedback about their practice of sustainable tourism has been taken by conducting survey through questionnaire. The sample of three 5 star hotels and two 4 star hotels for finding out their sustainable practices for providing services has been considered by conducting structured interviews of 3 key operational post holding staff members of the respective hotels.* **Results:** *The findings really show some positive steps taken by government and a gradual but a positive shift to sustainable tourism practice by hotels and also show that the phenomenon of sustainable practices is still not quite adopted by the tourists.* **Conclusion:** *This research provides outputs about supportive policies of local government for sustainable development of tourism and sustainable practices carried out by tourists and hotel by determining sample size from administrative office, some hotels and tourists randomly, collecting and analyzing the data. The outputs are limited and provide the base for finding out more in this regard in the city.*

Key Words: *Sustainable Development, Rational Development, Inclusive Growth, Promoting Gender Equality, Sustainable Tourism Practices*

INTRODUCTION

Udaipur is one of the most liked tourism destination because of being blessed with natural features like lakes and mountains of Aravali Range as well as a city which is an important part of Ahar civilization and Mewad kingdom in Rajputana. It is known as one of the most romantic cities in India. The tourist arrival here is numerous. With increasing tourism practices, there emerges a possibility of losing the touch of sustainability of tourism that could lead to an unknown harm to the environment of the place and residents living here. A huge potential for employment generation also brought up along with tourism activities. The international community like UNFCCC, IUCN has been coming up with the ideas applicable for developing as well as checking for the unjustified exploitation of the resources. This phenomenon should also be considered while the government of Centre, States and Local area plan their implementation of schemes for development. The concept of sustainable development has been a hot topic among the researchers for seeing the status of sustainable practices in all spheres of economic activities and making a way for the general public to understand their role in ensuring sustainable practices in their daily lives.

There have been many studies in the city to find out tourist's satisfaction and eco friendly practices by hotels as well as the few on government's role for sustainable development of tourism sector, the combined research focusing mainly on government's role, tourist's sustainable practices and sustainable practices by hotels to observe the status of sustainable tourism in the city has not been performed yet.

The study done by Mathur (2016) in Udaipur has given a glimpse of the scenario of sustainable consumption in Udaipur talks about sustainability and eco concerns in some of the places of Rajasthan. The author has analyzed the factors like sustainable transport and sustainable shelter and sustainable development but it depicts the general overview of sustainable development in Rajasthan.

Ruhanen (2012) has done an important work on finding out the contribution of local government as enabler in Queensland Australia and it also takes out that the local government, has taken effective initiatives for promoting sustainable tourism development.

The guidelines under 20 years of plan for sustainable tourism in Rajasthan provides the impetus to researchers about what plans have been set and what is actually being done on ground level. White (2010) explains about difference between growth and development and the glimpse of the activities done for sustainable tourism development in 1990's that formed a strong base for sustainable tourism development in Latin America. Pal and Rawal (2020) research on effect of tourism on socio economic conditions shows the potential of local employment generated by tourism sector and the assumption can be made out of it that this activity can help a place to achieve the target of eliminating the poverty of local area. Kapera (2018) aims to find out the local government's role in sustainable tourism practices in Poland and showed that many local municipalities did consider sustainable development concept but some of the municipalities were negligent about it. It gives the researchers a glimpse about the activities that can be done by local government for developing sustainable tourism concept.

In studies of Garg and Pandey (2020) the analysis has been carried out to find out the level of adoption of sustainable tourism practices by examining the behavioral aspect referring to sustainable tourism in tourists. Chandra and Kumar (2020) study report details about sustainable development of tourism business in North Indian Himalayan region and thus guides about what should be inculcated by tourism service providers to ensure sustainability of tourism.

Babu and Kaur (2018) study analyses the sustainable practices done by tourism supply chain especially hotels and it thus gives the motivation to conduct more research on the topic with different locale.

Niti Ayog (2018), in its released report on emphasizes on sustainable tourism in Indian Himalayan region and assesses the supportive policies and plan while highlighting best practices and the areas which need improvement and betterment as well as sustainable tourism actions in the region thus gives the stimulus to sense of making it applicable in other cities of India while considering geographical and socio economic conditions.

Earlier researches on three main (hotels, tourists and governments) stakeholders of tourism have not been objected to this particular combination of the components though there have been certain researches on different issues like green practices or tourists' satisfaction etc separately.

This study aims at finding out the practices done by the tourism local government of Udaipur to ensure the sustainability of tourism in Udaipur and also getting the acquaintances of the level of awareness of tourist & hotels regarding sustainable practices in tourism and their importance.

The objectives of the study were:

- To find out the measure taken by local government for sustainable development of Udaipur as a tourism destination.
- To find out the sustainable tourism practices done by the tourists.
- To observe and find out the Sustainable practices followed by hotels.

METHODOLOGY

Research Design: The research design adopted for this study is descriptive as it observes, analyzes the measures taken and addresses what is happening on the front of sustainable tourism from sides of local government, tourists and Hotels. The depiction of feedback from stakeholder (i.e. local administration, tourists and hotels) has been given separately and then the conclusion has been given a try for being formed.

Locale: The research has been carried out in city of Udaipur as it is one of the most attractive tourism destination in India and there have been some instances where the harm to environment by the hotels and tourists has been reported and since this city has arrival of numerous domestic and international tourists government also has to play an important role for providing support and monitoring mechanism for sustainable development of the city as a tourism destination. The study was conducted in Municipal Corporation office; the survey for tourists' feedback was conducted at Fateh Sagar as it sees large number of tourist arrival specially the people between age group of 20 and 30 years. The hotels which have been chosen for 3rd objective were located at banks of Lake Pichola and Lake Fateh Sagar.

Sampling Design: For discerning about the status of government plans for boosting the sustainable tourism three staff working under Municipal Corporation of Udaipur were chosen by

adopting convenient sampling method as they were close to hand. Number of tourists for tourist feedback data included 55 tourists [Gujarat {13}, West Bengal {06}, UP {07} Maharashtra {10}, Nepal {10}, Srilanka {2}, Bhutan {7}] for probability sampling i.e. tourists' feedback on their sustainable tourism practices, the simple random sampling was opted because it is an unbiased approach that has been made for observing the data mentioned above. Opted 3 five star and 2 four star hotels total 15 number of operational level staff that means 3 from each hotel (staff working at operational level one from each department that is HR, Housekeeping and Front office) for collecting the data regarding their sustainable practices by adopting convenience sampling method as they are easily reachable and play an important role in accommodation and Food and Beverage service provision in the city.

Tools and Technique: For finding out the governments initiatives pertaining to sustainable tourism, unstructured interview was conducted by taking appointment on prior basis. The secondary data regarding the same has been obtained from Rajasthan government's tourism website and local government's website. For tourists feedback the questionnaires mentioning 6 sustainable tourism practices were circulated at famous tourist destination Fateh Sagar Lake. Structured Interviews was conducted on the hotel staff by taking prior appointment and other information about their practices has been obtained from each hotel's official website.

Data and Statistical Analysis: Data From government sources has been directly concluded. For evaluating and presenting the data the percentage tool was used as it could show the percentage of majority of the tourists practicing sustainability concept.

RESULTS AND DISCUSSION

Government's effort to ensure sustainable development of tourism in the city: In regards with sewage treatment plants, the government is recycling water in Marble Industries using filter press, and apart from that there is a close watch on hotels discharging untreated water into lakes. For promotion of Rural Tourism, efforts have been made for providing ready marketing opportunities for rural artisans and the body is working on revival of traditional arts and crafts. Under Pradhanmantri Gram Sadak Yojana and Digital India Programs the best practices are being done to ensure the proper connectivity between rural and urban areas of the district to promote rural tourism. As far as clean fuel for transportation is concerned, the E- Rickshaws are

being promoted. To retain and demolish the illegal encroachment nearby lakes, the Government has recently banned the encroachment of hotel Radisson Near Fatehsagar Pal and that seems to be a good move and sign from government to keep the tag of sustainability alive.

Several measures are being taken to alternate the traffic on the sites like Fateh Sagar, Surajpole to minimize the problem caused by traffic to local citizens and at the same time avoiding noise pollution. For promoting rural tourism, fairs like Mewar festival and Shilp Gram have been organized and this trend will continue in future as well. Forest department will also play a big role to promote the wildlife tourism by starting Jeep Safari in the various Wild Life Sanctuaries of the district including Kumbalgarh, Bassti and Sita Mata.

The initiative of waste disposal's plan under Swatch Bharat program, approximately more than half of city's tourism destinations and other areas are being kept clean on daily basis by giving employment to poor. On infrastructure front the central government has chosen Udaipur for its smart city project as its economy has a major chunk of tourism sector and under that mission new roads are being built for better connectivity with initiative policies to conserve water and electricity are being made. For ensuring security of the city and tourists the activities like police patrolling near places like Fateh Sagar and Rani Road and other susceptible place has been a weapon to maintain security and law and order situation and apart from that tourist information centers are also vital to make sure that the environment is protective. Certain other measures and activities for environment protection are tiling the sides of roads to reduce the flow of dust, Door to door garbage collection, Cleaning of lakes and involving people of the society as well.

The increased algae presence on lake water surface has alarmed about the situations of water pollution in lakes. Local government's initiatives under smart city mission have been a proof (not so prolific) of serious inclination of local government to develop the city sustainably but the implementation is not as quick as it should have taken place. Few of the hotels have encroached the government land especially the ones which are nearby lakes and mountains and there seems to have taken place a trend of invisible harming to natural assets. Hotels play an important role to ensure that tourism happens with accountability and responsibility as they exploit natural resources to provide the services to the tourists. The government of a particular area also plays a vital role in facilitating tourism destinations and other tourism stakeholders with the nudge

(infrastructural) to boost sustainable tourism trend. Apart from providing infrastructural and strategic support the Government can bring in all parties like local communities and tourism stakeholders together to collaborate for forming an effective decision making system for behavioral change while a proper framework for inclusion of sustainable practices in hospitality skill development training programs can work wonder for ensuring the maximum practices being carried out by hotels when they observe the manpower from these training programs. Organizing awareness campaigns also shall help a lot in spreading the knowledge of sustainable tourism development. The city is lagging behind when it comes to strict supervision of maintenance of cleanliness by tourists, localities and hotels in the city.

Hotels are pretty much on the path of adopting sustainable practices but one of the most important parts that they need to emphasize upon is acting upon corporate social responsibility to remove hunger and poverty by procuring locally grown food in order to cut the cost as well as to boost the income opportunity for localities.

As far as gender gap is concerned there need to be robust efforts for women empowerment. They can organize Hackathons in order to solve the problems related to sustainable practices. There should be a gradual shift from using cleaning chemicals causing water pollution to cleaning agents that have minimum impact on the water purity or causing less harm to water to avoid water pollution.

The room allocation for selling also can be attributed to selling the rooms which are exposed to natural light in case of low occupancy to save electricity cost.

The research has also observed that the hotels are not able to harvest the solar energy to its fullest that is substantial. The involvement of employees in the operations is one of the vital tasks and it can be done by regular training given to them.

Table 1: Sustainable practices by hotels

Sample	Water Conservation	Energy Conservation	Gender quality	Local Growth	Polltution control	Spreading awareness about Sustainability to staff and guests
Hotel - I (3 Star)	1. Rain water Harvesting 2. Waste water usage	Sensor lighting	Policy not clearly defined	Policy not clearly defined	Waste Water treatment plant	Tent card- save water and energy in the room
Hotel - II (3 Star)	1. Rain water Harvesting 2. Waste water usage	Sensor lighting	Policy not clearly defined	Policy not clearly defined	1. Waste Water treatment plant 2. Avoiding toxic chemical	1. Tent card- save water and energy in the room 2. Conducting training for staff
Hotel - III (5 Star)	1. Rain water Harvesting 2. Waste water usage	LED/Sensor, HVAC	Policy For women Development	Employing local people for unprofessional works	1. Plastic bag - restricted 2 Battery powered boats for receiving guests 3.Waste Water treatment plant 4. EARTH Initiative 5. Waste Water treatment plant	1. EARTH Initiative - For Environmental protection 2.Tent card- save water and energy in the room 3. Conducting training for staff
Hotel - IV (5 Star)	1. Rain water Harvesting 2. Waste water usage	LED/Sensor, HVAC	Policy For women Development	Project SAKSHAM- Empowering local under privileged children	1. Minimizing Plastic use 2. Waste Water treatment plant	1. Tent card- save water and energy in the room 2. Conducting training for staff
Hotel - V (5 Star)	1. Rain water Harvesting 2. Waste water usage	1. LEED Certification 2.QHUI/Conservation Award	1. Women Development Cell	Policy not clearly defined	E- Golf Carts for transportation in Hotel	1. Tent card- save water and energy in the room

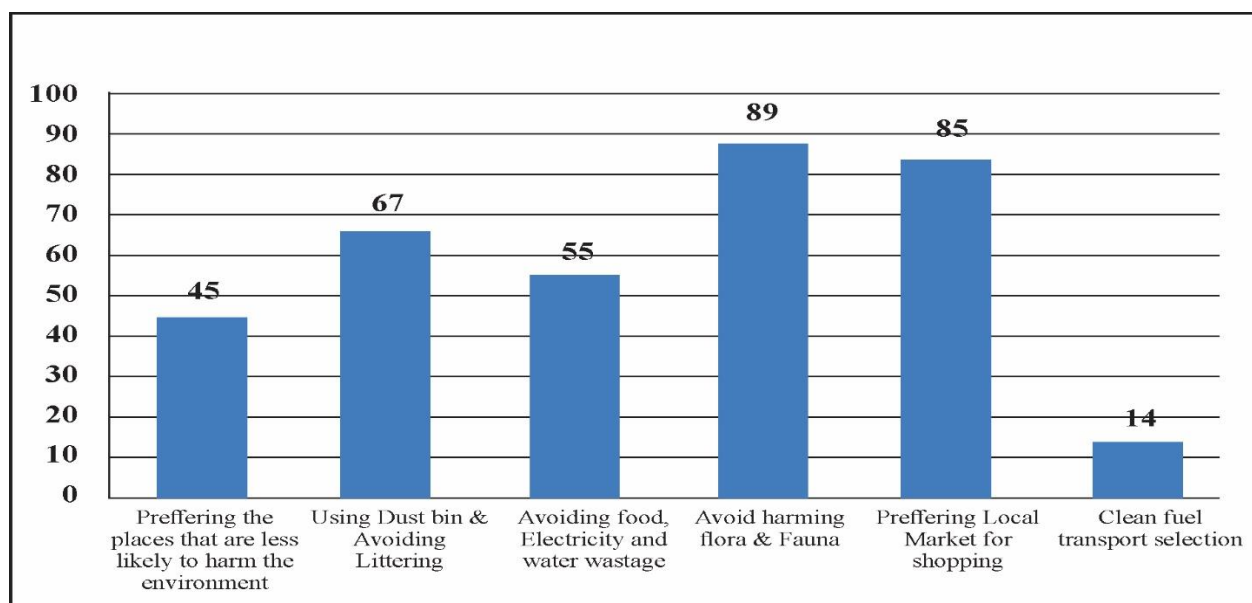


Figure 1: Sustainable tourism practices by tourist

Face to face interactions have helped in providing concrete perceptions of the tourists regarding the sustainable practices that they do and the status of the city as a sustainable tourism destinations. 25 people out of 55 said that they prefer the place that are less likely to harm the environment because of tourist activities that means the main focus is towards the entertainment and leisure without stressing on responsible consumption. 37 people said that they have found enough dust bins for easy disposal of garbage. 30 people said that they do not look after food, electricity and water usage. 49 people are careful about not doing the activities that might harm flora and fauna. At least 47 people have chosen for local marketing than to go to shopping malls. Only 7 tourists could find the suitable and easy to access e rickshaws and other vehicles that promote clean fuel only.

CONCLUSION

The city is doing well in developing other forms of tourism like religious tourism, rural tourism, ecotourism and medical tourism apart from leisure tourism, and we have seen that there is a prevalence of greater and growing sense of interest among the tourists for the same (if we compare it with earlier studies) but it is also apparent that tourism sector has pros and cons both.

Tourism practices thus have to be in a manner that promotes mechanisms like saving the environment and creating a healthy job sector as well. On the other hand hotels as one part of the tourism sector have taken some extreme steps about saving the environment and promoting sustainable tourism by planning and practicing water and energy conservation programs in their premises but some have created problems like encroachment on the lake side and discharging untreated water into the lakes. But with proper alerts and summons to hotels committing illegal practices have also been arbitrated by the government, so it has also been an instance of government's alertness towards such acts. At present the government also seems to be awake to maintain several destinations and creating new tourism destinations to ensure that the carrying capacity does not get overridden.

Sustainable development of tourism in Udaipur can ensure healthy, economic and environment friendly development of tourism in the city so that there can be a perfect equity among tourists, local people and environment.

This research considers the views of government and tourist not so extensively but the focus on finding out hotels' approach towards sustainable tourism has been comprehensive to an extent but at the same time the study takes into account only 50 % of star category hotels of the city and it also excludes small hotels which gives impetus for working more to find out the status of sustainable tourism practices at lowest level.

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