



REVIEW OF TOURISM ACTIVITIES IN THE RURAL AREAS: AN OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT

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Abstract

National parks, wilderness areas, mountains, lakes, and cultural sites are popular tourist destinations in developing countries. Tourism is thus already a significant part of the rural economy in these areas. Tourism will never dominate all rural areas, especially in the developing world – there are vast swathe of rural areas where tourism will never be relevant. Between these two extremes are poor rural areas with some tourism potential, and an urgent need to develop whatever economic potential they have. As a result, an important question is whether more can be done to develop tourism in rural areas, dispersing the benefits of tourism and increasing its sustainability. Agritourism and rural tourism industry are becoming increasingly innovative and sustainable. The paper concludes that true elements of sustainable tourism can only be achieved by considering life cycle stage for sustainability and competitive position of the rural destination. Tourism is currently driving the largest annual human migration. This massive human movement has significant effects on nature, societies, cultures, and economies. Tourism is expected to double in the next 20 years, requiring proactive approach at all strategic and professional levels to avoid negative impacts. Considering mass tourism as a contemporary reality that cannot be ignored, this paper focuses on one of its key players, tour operators, arguing that they can influence changes in behaviour and attitudes towards more responsible forms of tourism. The article presents a few of the most important arguments that highlight tour operators' potential in promoting sustainable tourism in rural areas.

Keywords: *Sustainable Tourism; Mass Tourism; Environmental Performance, Sustainability, Rural Development.*

Introduction

Tourism, which has its origins in the ancient history of civilizations, has evolved into one of the world's most important industrial sectors, growing twice as fast as the global gross domestic product (GDP) over the last 30 years. According to Secretary-General of the World Tourism Organization (WTO), tourism is expanding faster than even our most optimistic estimates at the turn of the century, and is expected to quadruple in the next 20 years. The enormous economic importance of tourism-related income for the world's economy, particularly for developing countries and small islands, forces the creation of policies that promote its development around the world. Rapid expansion of tourist resorts, on the other hand, has a number of drawbacks in terms of the potential for harming nature, communities, cultures, and society. To avoid the possibility of 'too much tourism killing tourism,' preventative techniques must be integrated into all tourist strategies, development plans, and actions, at all levels of administration and organisation. The most usually held responsible for tourist-related damages among all sorts of leisure activities is mass tourism. Mass tourism, formerly thought to be incompatible with the concept of sustainability, has recently been recognized in the tourism literature as having the capacity to engage in more responsible activities and incorporate sustainability concepts. However, nothing has been done to yet to discover practical ways for putting these concepts into practice in the mass tourism business. The tourism research community has generally ignored the challenges produced by mass tourism in terms of sustainability, preferring to focus on notions such as eco-tourism or alternative tourism. This is a big area of research that requires immediate attention from academics and practitioners.

Rather than debating the implications of sustainable tourism as a concept, this study begins at the beginning.

The idea that 'sustainable tourism' can't be achieved unless mass tourism behaviours are changed to include sustainability. This paper focuses on the less visible but very extensive influence that large tour operators have



on other stakeholders. By identifying tour operators as central players in the mass tourism system, and in the hopes of facilitating a constructive debate on their potential to actively promote sustainability, this paper hopes to facilitate a constructive debate on their potential to actively promote sustainability in rural areas. The adoption of sustainability in tourism has been demonstrated by a shift in planning horizons from short to long term (Ritchie, 1999). As a result, a strategic approach to both markets and destination management has emerged, growing into the notion of "destination visioning." The implementation of sustainable tourism principles and the disciplined, longer-term perspective afforded by strategic planning and destination visioning have a clear synergy here (Cooper, 1995). The purpose of this article is to investigate the critical link between sustainable destinations and new strategic planning models.

The most significant impediment to the expansion of international tourist traffic to India is the lack of adequate infrastructure, which includes adequate air seat capacity, accessibility to tourist destinations, accommodations, and trained manpower in sufficient numbers. Many factors contribute to a negative visitor experience, including inadequate infrastructure, poor hygienic conditions, and incidents of touting and harassment of tourists, which have occurred in some locations, in particular, in some parts of the country. Socio-economic conflicts as a result of increases in property and general living costs, as well as significant changes in social structure when large numbers of summer visitors overrun small communities, are all typical tourism consequences. When foreign customs and expectations are met, it is possible for conflicts to erupt, and cultural and regional values to deteriorate as a result. To summaries, Indian tourism has enormous potential for job creation and the generation of large sums of foreign exchange, in addition to providing a significant boost to the country's overall economic and social development and development and development. In the tourism industry, significant progress has been made by increasing airline seat capacity, increasing train and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist destinations, and increasing the availability of accommodation by introducing heritage hotels to the hotel industry and encouraging paying guest accommodations. However, there is still a great deal of work to be done in this area. Tourism is a multifaceted activity that is fundamentally a service industry, and in order for India to become a global player in the tourism industry, it will be necessary for all branches of the Central and State governments, the private sector, and non-governmental organisations to work together actively in the effort to achieve sustainable growth in the tourism sector.

Boosting Tourism the government has recently taken steps to enhance tourist, including granting the tourism sector export house status and providing incentives for private investment in the form of income tax deductions, interest subsidies, and lower import duties. The hotel and tourism-related industry has been designated as a high-priority industry for foreign investment, with automatic approval of direct investments up to 51% foreign equity, 100% non-resident Indian investment, and simplified rules for the approval of travel agents, tour operators, and tourist transportation operators.

Literature Review

This has resulted in a dearth of managerial experience at destinations, a misalignment of goals between the private and public sectors, and a short-term planning horizon driven in part by public-sector twelve-monthly budgeting cycles, but also by small firms' tactical operating horizons (Athiyaman, 1995). In this way, different strategic alternatives at various stages of the destination life cycle can be considered to deliver sustainable rural destinations. Visioning for the future of a location provides the dual benefits of taking a long-term perspective while also ensuring significant community involvement and buy-in. Only by moving in this direction can we truly adopt a sustainable strategy, not only because visioning recognises the impact of decisions on future generations of individuals living in the community, but also because it takes into account the intricate relationships within a destination (Ritchie and Crouch, 2000). It is necessary that tourism adopts these cutting-edge ideas; after all, if the destination is the most important component of the tourism system, then excellent management and planning are essential if tourism is to develop, sustainable, and accepted.



Tourism is one of the fastest expanding industries on the planet, according to Elliott (1997). Governments at all stages of development are becoming increasingly reliant on it, but it is particularly important in countries aiming for long-term growth. This raises broad questions about governments' roles in different nations, as well as specific questions regarding what governments consider to be their specific obligations in respect to tourism and the relationship between tourism and public sector management. There are also concerns regarding the long-term effects of tourism development on citizens. This fast-growing and significant industry is increasingly obvious to people at all levels of society and in all jobs. As a result, he looks at all levels of government in terms of tourism, which is both timely and welcome.

According to Chris Cooper (2002), the destination is the most significant component of the tourist system, as it motivates visitors, delivers visitor experiences, and contributes to long-term tourism memories. However, as tourism demand grows, so does the character of the tourism consumer, putting pressure on destinations to be both competitive and sustainable. If tourism is to evolve into a mature and accepted sector, good management and planning of tourism locations are essential. It is, in fact, necessary for any destination's tourism industry to be profitable and sustainable. In this regard, the administration of both markets and destinations is predicated on concern for sustainability. De Kadt (1992) agrees, stating that sustainability has become the organising idea for tourist policy, with clear benefits for the tourism industry as a whole (Bramwell and Lane, 1993; Bramwell et al, 1996; World Tourism Organisation [WTO], 1993).

Strategic planning, according to Brownlie (1994), is a series of choices and judgments made on resource deployment that commits a destination to a future course of action. It is an intentional, integrative plan that acknowledges the necessity for formalised higher-order planning to coordinate and control change through a goal-setting process. The destination builds information, planning, and control systems to monitor and respond to change in this way, putting in place a working system that can adapt fast to changing situations (Kotler, et al, 1993). The advantages of taking a strategic approach to a place in terms of adopting sustainable tourism principles are obvious (Cooper, 1995). The goal-setting process gives all of the stakeholders a sense of ownership and direction, while also clarifying the destination's guiding objectives. The approach's coherence provides a framework for collaborative efforts between the private and governmental sectors, and it necessitates clear roles and duties. Finally, the approach generates a set of performance indicators that may be used to assess the destination's performance. In other words, strategic planning gives stakeholders with a sense of ownership by providing an integrated approach to the destination's long-term management. Tourist destinations, on the other hand, may find it difficult to adopt a longer-term strategic planning viewpoint. Simply put, implementing strategic planning at a destination is more difficult than doing it in a commercial organisation with well defined duties and reporting lines. Both Haywood (1990) and Pigram (1992) identify many implementation problems in the adoption of strategic planning at tourism locations in this regard:

1. A continually dynamic mosaic of stakeholders and value systems make up destinations.
2. Furthermore, the tourist industry at destinations is fragmented, with small firms predominating and trading seasonally.
3. The acceptability of a destination-wide planning effort is also affected by the destination's stage in the life cycle. Success, for example, might obscure the long term vision in the early phases of the life cycle, and opposition to long-range planning exercises can be rationalised on the basis of expense in the latter stages, particularly when a destination is on the decline.
4. Finally, the performance metrics used in these exercises might be contentious, as tourist volume is a conventional, and politically acceptable, measure of success in many destinations. Such initiatives are more likely to have less tangible environmental and social implications from the standpoint of sustainability.



To put it another way, when success is measured by short-term profitability and volume growth, the tourism industry is typically hesitant to make the tradeoff between current and future needs. Tourism is a developing topic with a large body of specialised literature and well-established and well-understood links with traditional fields (Xiao & Smith, 2006b). Various forms of 'score-keeping' are used to analyse the most productive and prominent scholars, institutions, and publications in an established subject. As a result, there has been a resurgence of interest in evaluating and rating tourist journals based on perceived quality and influence (Jamal, Smith, & Watson, 2008; Mc Kercher, Law, & Lam, 2006; Pechlaner, Zehrer, Matzler, & Abfalter, 2004; Ryan, 2005). This curiosity has led to the ranking of academics and institutions based on the number of publications and citations they have received (Jogaratnam, Chon et al., 2005; Jogaratnam, McCleary, Mena, & Yoo, 2005; Mc Kercher, 2007, 2008; Zhao & Ritchie, 2007). These new efforts are based on Sheldon's previous research (1990, 1991). In addition, the Australian Business Deans Council (ABDC) has produced a ranking of journals in a variety of business fields, including tourism (Australian Business Deans Council, 2008). Academics in the field of tourism in Australia who have written in prestigious journals are likely to be regarded as providing 'excellent' work.

The input of local knowledge must be valued in efforts to establish more sustainable forms of development (Redclift 1995, Zazueta 1995, 1). Power is devolved from central political systems to community levels in this perspective of development. In the 1980s, tourism literature began to place more emphasis on local decision-making in tourism development (Gunn 1979; Haywood 1988). The idea that community-based tourism development is a must for effective and sustainable tourist development has nearly become a mantra among scholars in recent years (Woodley 1993, Taylor 1995, Din 1997). In the way that 'community' has been examined in this literature, there are two main sub-streams that may be identified. One believes local citizens to be primarily passive forces in the development process and favours buildings exterior to the neighbourhood (Britton 1991, 1996; see Milne 1997). In this instance, rather than vice versa, the community is perceived as 'serving' the industry's requirements. As a result, the idea that communities are hapless victims facing an attack over which they have no control grows stronger. The alternative viewpoint stresses local agency, with towns and their constituents playing a key role in deciding tourism outcomes (Drake 1991, see also Taylor 1995). Communities are seen as capable of planning and engaging in tourist development, of getting their voices heard when they have concerns, and of having some control over the industry's outcomes under this manner. Given these divergent viewpoints, it's not surprising that community-led tourism definitions span the gamut (Reimer & Dialla 19).

Discussion

Rural tourism refers to vacationing in the countryside. But, when you think about it, a simple definition of rural tourism is inadequate for a lot of things. It's also tough to come up with a more sophisticated description that covers all rural areas in all countries. The following are some of the issues: urban or resort-based tourism is not limited to urban regions, but also extends to rural areas; Tourism has always been a city notion, with the vast majority of visitors residing in cities. Tourism has the potential to urbanise rural places by fostering cultural and economic transformation as well as new construction. In different places, distinct types of rural tourism have emerged. In many sections of rural Germany and Austria, farm vacations are very popular. Farm vacations are far less common in rural areas of the United States and Canada. Rural communities are undergoing a difficult transformation. Market conditions and orientations for traditional items have altered as a result of the impact of global markets, communications, and telephony. The rise of environmentalism has resulted in "outsiders" exerting greater control over land use and resource development. While some rural communities continue to lose population, others are seeing an influx of people looking to retire or start new "non-traditional" companies. Suburbanisation, long-distance commuting, and second-home building have blurred the once distinct urban-rural divide. Rural tourism is a multi-faceted activity that encompasses more than just farm-based tourism. Farm-based vacations are included, but so are special interest nature vacations and ecotourism, walking, climbing, and horseback riding vacations, adventure, sport, and health tourism, hunting and angling, educational travel, arts and heritage tourism, and ethnic tourism in some places. For less



specialised forms of rural tourism, there is also a huge general interest market. Studies of the key German tourist market have highlighted this issue, with a major demand of the main holiday being the ability to provide peace, quiet, and relaxation in rural settings. A practical and reasonably universal description of the subject is difficult to obtain because rural tourism is multi-faceted, and rural places themselves are multi-faceted and rarely either static entities or self-contained and free from metropolitan impact. Rurality, on the other hand, is nearly always the major and unique selling factor of a rural tourist package. As a result, the search for a definition must begin with a grasp of the concept of rurality.

Conservation and Development

As previously stated, rurality is associated with low population densities, open space, and small-scale communities with populations of less than 10,000 people. Farming, forestry, and natural areas are the most common land uses. Traditionalism is common in societies, and the past has a major influence. The government's policies favour conservatism over extreme or rapid change. As a result, rural tourism should be centred on:

- Built on the particular traits of the rural environment: small scale enterprise, open space, contact with nature and the natural world, heritage, "traditional" societies and "traditional" traditions;
- Rural in scale (both in terms of buildings and settlements) and, as a result, often tiny in scale;
- Traditional in nature, slowly and naturally growing, and linked to local families. It will frequently be tightly regulated on a local level and built for the long-term benefit of the community;

Sustainable in the sense that its development should contribute to the preservation of an area's unique rural character, as well as in the sense that its resource use should be sustainable. Rural tourism, rather than being viewed as a tool for urbanisation and development, should be viewed as a possible instrument for conservation and sustainability; it comes in numerous forms, each expressing a unique pattern of rural environment, economy, and history. Although there is a lack of study on water in the tourism infrastructure lifecycle, Roselló-Batie, Molá, Cladera, and Martínez (2010) claim that building use and construction account for 17% of global water use. Water accounted for around 5% of the total mass of the construction materials in a life cycle analysis of three hotels in the Balearic Islands. According to Low (2005), concrete is the world's second most consumed material after water, with Van Oss and Padovani (2003) predicting an annual global water consumption of one billion m³ for cement hydration. Given that the major end uses of concrete are residential buildings (31%), highways and roads (26%), and industrial and commercial buildings (18%), and that increasing second home ownership is a significant driver of increased demand for building materials, tourism's contribution is likely to be significant (Low, 2005). Biofuels, which are now regarded as having the greatest potential for delivering sustainable fuels, particularly for air transportation (e.g., IATA, 2009), will also increase water consumption. According to UNESCO (2009: 11), 44 km³ of irrigation water, or 2% of total irrigation water, has already been allocated to biofuel production, with an additional 180 km³ of irrigation water required to implement all current national biofuel policies and plans. Between 2000 and 2007, water use for bioethanol production from sugarcane, corn, sugar beet, wheat, and sorghum tripled, while biodiesel production from oil- and tree-seeds such rapeseed, sunflower, soybean, palm oil, coconut, and jatropha increased 11-fold. The manufacturing of 1 litre of liquid biofuels now consumes 2500 litres of water on a worldwide scale. The European Union, the United States, and Brazil consume the majority of these biofuels, which now account for 23% of maize production in the US (ethanol) and 47% of vegetable oil production in the EU (biodiesel), necessitating larger imports of vegetable oil to meet domestic consumption needs. Despite this, biodiesel accounts for barely 3% of total fuel consumption in the European Union (UNESCO, 2009).

Water usage inventories are currently unavailable for most destinations (regions or countries), despite the fact that they are a necessary precondition for water management (Eurostats, 2009). Climate change effects can be estimated for regions and integrated into water use scenarios to determine appropriate methods to deal with future water stress (for an example see Kent, Newnham, & Essex, 2002; Essex, Kent, & Newnham, 2004). Destination managers and tourist stakeholders might rethink their business plans based on the findings,



including thoughts on (developing) politics. Water abstraction for golf courses, for example, will become increasingly controlled in the European Union as a result of state policy implementation of the European Water Framework Directive (European Union, 2000). Water management can be divided into two categories: demand side management (cutting water consumption) and supply side management (raising water availability) (Bates et al., 2008).

Stefan Gössling, b, and colleagues (2012) Given the global growth in tourism, the trend toward higher-standard accommodations, and more water-intensive activities, all of which are likely to coincide with changes in the global climate system, resulting in declining water resources in many regions, pressure on water resources and related water conflicts are likely to increase in many destinations. As a result, tourist development in many parts of the world may become less viable or impossible in the future. This could be due to lost opportunities to participate in specific tourism activities, diminishing water levels or a lack of fresh water availability, the costs of providing fresh water, or declining water quality. The relative scarcity of fresh water in tourism areas, including seasonal aspects, competition with other economic sectors such as agriculture (e.g. Downward & Taylor, 2007), institutional contexts such as water policies, and the structure of the water industry (profit or social benefits), as well as the structure of the tourist industry (profit or social benefits) will all have an impact (small guesthouses or large resort hotels). Such circumstances will undoubtedly necessitate a more integrated approach to tourism's role in catchment water management than has hitherto been the case ([Hall and Härkönen, 2006] and [Matias et al., 2008]). Furthermore, in a number of places, the growing competition between tourism and other users, including water rights and local people's food and water security, raises basic problems about the ethics and politics of water access.

Recently, it has become increasingly evident that tourism is not "the smokeless industry it promises to be", as the general public and experts have questioned. Tourism's economic benefits frequently come at a tremendous cost to nature and society, jeopardising tourism's primary assets: nature and human cultures. Although this is not true of all tourism activities, it does illustrate the importance of taking a holistic and preventative approach to the overall effects tourism has on nations, economies, and the ecosystems on which we all rely. Increased prospects for employment and revenue production for communities at tourist locations are the most lauded economic benefits of tourism. However, experience reveals that the majority of tourism jobs are seasonal, with little pay, no job security, and no guarantee of work-related medical benefits. Employees receive little to no training and no appreciation for the talents and expertise they bring to the workplace. Furthermore, the allure of tourism diverts critical manpower from other economic sectors in the region, perhaps resulting in a bleak employment picture in other sectors. Furthermore, due to foreign ownership of hotels, excursion organisers, and transportation services, or importation of high-quality products desired by sophisticated tourists (e.g. Kodak film, special food, Guinness beer, etc.), a significant portion of tourist-generated cash is lost to destinations. According to the World Trade Organization, 50–70% of overall tourism profits leak out of the destination country through imports [6]. Tourism plays an essential social function in boosting cultural exchanges, raising living conditions, supporting cultural preservation (e.g. museums, monuments), and instilling pride in one's nation. Although it generates multiple potential for such positive outcomes, this does not guarantee that they will be achieved. The concept of "relative deprivation" occurs when locals believe tourists' lifestyles are more attractive than their own.

Long-term encounters between representatives of different cultures are required for cultural exchanges to create respect and understanding for each other's values. Unfortunately, although it is possible, this is rarely the case for tours. Due to language limitations, financial level differences, and the short time tourists spend in places, connections between tourists and locals are typically superficial and imbalanced. Tourists are frequently cheerful, calm, and unwilling to break down these barriers, whereas locals are generally too preoccupied with their work to ensure relaxation. Rather than exchanging cultural experiences, many residents become tourist "attractions," adapting their own traditions and culture to maximise their commercial potential and progressively forgetting their significance. Plastic flower leis have replaced gorgeous flower leis that



welcomed tourists to Hawaii because they are cheaper and more readily available for the enormous numbers of tourists that now arrive every day. Tourism, maybe more than any other human economic activity, is built on human relationships, which are badly hurt when tourism development gets out of hand, particularly when many tourism activities occur at deeper levels of human nature, influencing behaviour and moral ideals. Although these aspects have been addressed in certain tourism studies, the author believes that there is still much to be learned about the entire effects of tourism on societies and cultures due to the complexity, intangibility, diversity, and difficulty of measuring the human dimensions of tourism.

Tourism and nature are inextricably interwoven, as much of the tourism industry's product is directly dependent on environmental quality. The tourism sector frequently supports environmental conservation as a form of commercial insurance, conserving its natural assets by funding protective establishments or activities, public awareness campaigns or events, research, or educational initiatives. As nature is increasingly wiped away by tourism developments, pristine landscapes and breathtaking sceneries are gradually replaced by impersonal sites composed of concrete and steel, with no individuality, and grow into types of facilities that are perfectly replicable elsewhere in the globe. Pollution, waste generation, and land degradation are all too often the result of the success of overcrowded destinations, where tourists compete with locals for available resources (water, land), as well as biodiversity species (for their basic needs of food, water, and breeding habitat), resulting in overexploitation of natural resources. According to estimates from the World Wildlife Fund (WWF), the environmental consequences (resource consumption and trash generation) caused during a two-week vacation amount for 20–50 percent of a person's annual earth share. This figure exemplifies the magnitude of tourism-related consumption and production, the severity of the resulting impacts, and the importance of taking conservation measures before all resources are depleted. The length of time it takes for environmental degradation symptoms to manifest makes them less noticeable, but it does not prevent them from occurring, and numerous signals can already be seen at many tourist spots. Ironically, once the effects are fully apparent, they retaliate by affecting the tourism industry's main value: the environment. Global warming, which affects coastal areas, small islands, and ski resorts, is probably the most compelling example of environmental deterioration retaliating against tourism. According to World Resource Institute estimates, a rise in global temperature by the end of the twenty-first century will cause sea levels to rise by over one metre, resulting in severe coastal flooding, a scenario backed up by the Intergovernmental Panel on Climate Change. The same research lists a number of ecosystems that are likely to be harmed by a significant shift in climate, the majority of which are popular tourist destinations: coral reefs, tropical forests, alpine regions, and wetlands. Tourism would lose a lot of its appeal and business if these ecosystems were threatened. Furthermore, according to the WWF, if global warming continues at its current rate, some of the most popular tourism destinations in the world's hottest regions will become unsuitable due to severe temperature increases in the next 100 years, providing an incentive for all tourism stakeholders to reduce or avoid activities that contribute to global warming and other environmental issues.

Although the very harmful potentials of tourism have not yet been widely recognised, available signals show that tourism poses significant threats to and from the environment. Given that tourism is expected to quadruple in the next 20 years, one may expect its negative environmental effects to double as well. This should put a lot of pressure on all tourist stakeholders to take preventative measures rather than relying entirely on restoration efforts once habitat degradation has occurred. Furthermore, given the complexities of environmental, socio-cultural, and economic repercussions, particularly in overcrowded destinations, there is a clear need for a holistic, preventative, and sustainable approach, with a focus on mass tourist resort expansions. The argument over whether or not sustainability concepts can be integrated into tourism strategy and operations is still going on. Because there is so much research on the subject, this paper outlines a few points that place mass tourism in the conversation about sustainability. Traditionally, mass tourism activities have been blamed for the worst negative effects of tourism, and as a result, large-scale tourism is impossible to meet the requirements of sustainability by its very nature. Small-scale activities, on the other hand ('nature tourism,' 'alternative tourism,' or 'eco-tourism,' for example) are considered as more beneficial and responsible, and hence can



embrace sustainability concepts. In contrast to this diametrically opposed viewpoint, Hunter and Green find that it is very possible to find sustainable tourism in the middle of the two extremes, recognising the capacity of mass tourism to include more responsible laws and practices.

Regardless of the degree of sustainability engendered by one or another sort of leisure activity, millions of individuals opt to use mass tourism products every year, resulting in large-scale impacts. Because of the severity and ongoing nature of such effects, we must concentrate a larger emphasis on the difficulties caused by mass tourism rather than solely on the local solutions provided by small-scale tourism facilities. However, because of similarity in principles between sustainable and alternative types of tourism, a considerable number of research have focused on developing forms of responsible tourism for small numbers of tourists, oblivious to this element and disregarding the question of scale [15]. Small-scale responsible initiatives can, without a doubt, be successful in preventing many of tourism's harmful effects, but they are incompatible with and incapable of meeting the expectations for mass tourism. They also can't stop the issues caused by mass tourism from spreading to new places and causing new repercussions. As a result, a more effective approach to attaining sustainable tourism must also address the issues that mass tourism has created. Due to the ambiguity of definitions and the confusing abundance of terms such as "eco-tourism" and "adventure tourism," which have emerged as an echo to sustainable tourism, the extensive rhetoric associated with the concept of sustainable tourism keeps the attention too much on the issue of explaining what sustainable tourism should be, overlooking the problems of implementing existing improved concepts and a Welford et al. drew attention to the gaps in finding ways to apply sustainability concepts in practise, where industry has a critical role to play, by underlining the urgency of managing existing and future tourism impacts. They identified the requirement for both the supply and demand sides of the tourism business to conduct environmental protection actions as a prerequisite when analysing the implementation of feasible sustainable tourism plans. The tour operator, as a middleman between the two parties, has been regarded as having a significant chance and duty for inducing such critical shifts in producers' views and actions.

The tour operator connects the supply and demand for tourism by acting as an intermediary and so plays an important role in facilitating the flow of products and information between the two. Because producers and buyers rely on them to communicate, operators have a significant influence over the distribution and sale of leisure products. This is especially evident in the case of small businesses or isolated villages that have limited or inadequate distribution networks and are therefore reliant on tour operators to access tourist markets. Some small islands and underdeveloped countries (such as Cyprus and Gambia) rely heavily or almost entirely on tour companies to attract tourists. Tour operators are able to know the levels and trends of supply and demand for leisure products because they are the main information channel through which customers' preferences reach producers and services reach markets. As the main information channel through which customers' preferences reach producers and services reach markets, tour operators are able to know the levels and trends of supply and demand for leisure products and can have a significant influence on the equilibrium and the way markets evolve. Ytterhus found that this flow of information is frequently insufficient, emphasising the critical role and importance of tour operators in influencing how the tourist market can evolve toward more responsible practises and products. Due to their extensive influence on individuals, companies, and even regions, tour operators are considered a crucial pressure.

Conclusion

Facts show that Tourism can benefit the environment and society. Tourism's contribution to global progress is so significant that any attempt to achieve sustainable development on a global or local scale would fail unless tourist's implications are properly considered and rural tourism activities are completely incorporated into sustainable development policies and procedures. Tourism is heavily encouraged in most countries due to its many advantages, and it is predicted to continue to increase. Simultaneously, there is a growing realisation that tourism, in its various forms, has the potential to harm ecosystems, people, and cultures. As a result, concerns about responsible tourism practises should focus equally on correcting past mistakes and preventing future ones;



thus, if tourism is to help society progress toward sustainability, a clear preventative approach must be embedded into current tourism policies and strategies at all levels. The tour operator, as a key actor in the mass tourism industry, plays an important role in policies and measures aimed at assisting all tourism stakeholders in making positive contributions to environmental, cultural, and economic sustainability. This is particularly important for major tour operator organisations. They may make good use of their leadership positions to promote the spread and application of sustainable ideas in the tourism industry. Rather from seeing size as a danger, this author proposes that major tour operators might serve as the first step toward more sustainable tourism. Large operators are currently exhibiting their environmental stewardship through funding environmental institutions and research, as well as taking steps to mitigate the negative environmental repercussions of their operations. Rural tourism is a good potential, but the defining of objectives and the final tourism development plan require caution. In order to achieve better results, all stakeholders must be involved in the planning stage. This type of planning necessitates slow and steady steps in order to minimise disagreements and blunders.

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