

Man and Environment: an Opinion Analysis of Tourist Arrivals at a Destination

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ABSTRACT

This study helps to familiarize with the link between man and environment. The main objective of this study is to understand the meaning of Environment and its impact with man's intervention; it is depicted by scientists that tourist's arrival has vast impact on the destination through excessive usage of destination and degradation of environment. The data is collected from the nature based destination, Patnitop with the help of 5 point Likert scale and different statistical tools like mean, standard deviation are being used. The results depict that if carrying capacity is not employed at a destination it will definitely lead as environmental as well as destination degradation.

Keywords: Ecology, human beings, destination, tourists

INTRODUCTION

Environment can be defined as the means by which surroundings are understood and their upkeep maintenance and preservation are given prime importance. The environment is the complex set of physical, geographic, biological, social, cultural and political conditions that surround an individual or organism and ultimately determine its form and the nature of its survival. The environment

influences how people live and how societies develop. For that reason, people, progress, economic development and the environment are closely linked. It can be divided into non-living and living components. The Environment provides resources which support life on the earth and which also help in the growth of a relationship of interchange between living organisms and the environment in which they live. Human beings are the organisms having lot of effect on the environment of a destination as when there is mass tourism influx at a destination, the sustainability is compromised by their selfish needs. Tourism has a strong international dimension and is sensitive to any changes of climate that alter the competitive balance of holiday destinations. This change may be brought by the environmental degradation like global warming, ozone depletion and soil erosion. Furthermore, destinations which rely primarily upon their natural resource base to attract visitors, such as mountains and coasts are likely to be more at risk than those which depends upon cultural or historical attractions.

Tourism and recreation sector is highly influenced by climate and environment (Wall 1992, de Freitas 2003, Gomez-Martin 2005). Climate is an important factor in the destination choice of tourists (Maddison 2001, Lise and Tol 2002, Bigano *et al.*, 2007b, Bigano *et al.* 2008) and same is influenced by the number of factors excessive use of destination, accumulation of debris and misuse of resources. Tourism and the environment are continuously found in a relation of interdependence, as tourism is almost always dependent on the quality of the environment.

Tourism sector is highly influenced by climate, our understanding of how climate variability affects the sector and its potential vulnerability to climate change remains limited. Until recently, climate change had not garnered substantive attention from the tourism industry or the tourism and recreation research communities (Wall and Badke 1994, Scott *et al.* 2005 a; Gossling and Hall 2006). Due to the selfish needs of a

man there is a lot of destruction like killing of wild animals, deforestation which finally disturbs the eco system. This disturbance creates number of problems extinction of wildlife, loss of serenity of a destination and value of nature based tourist places.

Impacts of climate change domestic and international tourism and environmental impacts caused by domestic and international tourism are highlighted and the role of Environmental Education and sustainability as a response to all of these impacts is examined.

Strategic tourism assets, which are important for the sustainable growth of tourism in India, should be safeguarded from encroachment and damage by inappropriate development. These assets include special landscapes, important views, good water quality, the setting of historic buildings and monuments, biodiversity and access points to the coast and open countryside. The tourism industry is dependent upon the country's natural environment and cultural heritage to sustain the county's distinctive tourism product and to develop environmentally-based ecotourism products.

REVIEW OF LITERATURE

Tourism and the environment are continuously found in a relation of interdependence, as tourism is almost always dependent on the quality of the environment. Also, tourism today is deeply embedded in processes of global environmental change where natural scale and rate has dramatically increased because of human impact (Gossling and Hall, 2006). One factor that can potentially impact on perceived satisfaction is climate. Some destinations will see their peak season move away from the summer to the shoulder seasons and that destination at higher latitudes could experience a longer summer season. In contrast to all these, tourists' movement at a destination also perceived to be depended upon many factors (Jovičić, T., Jovičić, Ž. Ivanović, V., 2005):

- Appearance of accommodation capacity,
- Attractiveness of cultural and natural objects,
- Number of visitors,
- Transportation means used by visitors,
- Development of tourist trade management and environment management,
- Behavior of visitors and their awareness of the impact they leave on the environment and therefore their impact on the development of tourist offer in the area.

The entry of large number of tourists to nature areas could damage the natural resources in the areas. The environmental impact caused by tourism in protected areas and non-organized recreation activities, includes wildlife disturbance. If planning and development of tourism areas and tourism activities are not planned properly and controlled carefully, it can cause a decline in the quality of the environment, such as deterioration in the quality of water, air, noise and natural resources. But human greed for exploration and manipulation in the name of tourism, indirectly threaten the harmony and tranquility of the community of nature. To stop tourism's serious overexploitation of our nature and hereby prevent its destruction of exactly what it is based on, the relationship between tourism and ecology needs to be balanced by introducing the sustainability paradigm to tourism. Environmental decision-making process in tourism development is intrinsically complex and often involves multiple attributes, the relative importance of which needs to be determined. The preservation of natural and cultural values ensures that a particular destination will be attractive for tourists'. With this in mind, the study of tourism development and its impacts on the environment needs to be conceptualized at

different scales if a real progress towards a more sustainable development of tourism wants to be achieving (Hall, 1998).

TOURISM AND ENVIRONMENT

Tourism is an activity which is actually the composition of various elements like accommodation, transportation, destination services and facilities. These all are directly or indirectly depending upon the factors that influence environment like smoke producing transportation, waste produced by accommodation sector ,debris and litter produced by tourist arrival at a destination. In order to keep track on these above cited activities. There is the high level involvement of man. So man should take such responsible steps in order to curve out the said menace and prevent the environment for their future generation. The tourism activity is human postured activity as it requires human brigade at every point of sale, it can be hotels, telephone booths, taxi drivers, shock holders at a destination etc. So in this way we can say tourism activities composed of tangible and intangible aspects during its execution. So, man is an important element in maintaining the sustainability and environmental responsibility. There is a lot of impact on the sustainability and responsibility of a destination if a tourist flow is not properly managed like due to excessive tourist flow at a destination can led negative affects to the destination. That may vary from exploitation of flora and fauna to depletion of biodiversity. These two aspects of environment are necessarily to be managed in order to grab the concept of carrying capacity. This concept led a positive role in following number of measures like eco centristm, altruism and environmental preservation.

Research Objectives

1. To know about the man and environment interaction.
2. To know about the tourist opinion towards the effect on the destination.

3. To suggest the strategies for destination sustainability

Scope of the Study

This study is conducted at the famous tourist places of Jammu and Srinagar districts of J&K, in order to know the opinion of the tourist regarding the effect of tourist arrival on the ecology of a tourist destination. This paper is helpful tool for Destination Management Organizations (DMOs), researchers and academics to understand the tourist perspective about the effect of tourist on the ecology of a destination.

Research Methodology

This Paper is based on primary as well as secondary data as in this paper, the literature includes all the secondary data, while as quantitative portion is a primary data collected from the tourist travelling to Jammu and Kashmir regions with a total sample size of N= 130. The data was collected between Feb 2012 till March 2013.

Research Instrument

The self administered was designed to know the tourist perspective about the effect of various service providers on environment preservation. While as secondary data was collected from published journals, books and articles.

Research Techniques

In order to go for the descriptive analysis, the mean, standard deviation was applied. The data collection for this research was done after applying tools like 5- point Likert scale.

Table 1: Mean Score

S.No	Statement	Mean	S D
1	Trained Human Resource in tourism plays a positive role in sustainability	3.82	1.29
2	The excessive tourist flow affects the destination	3.76	0.99
3	Service providers at a destination can help in preventing the environment of the destination	3.87** *	1.13
4	Government has its positive impact on the environment preservation	3.51	1.04
5	Local transportation like horse riders can help in preserving the environment of the destination	3.51	1.23
6	Hotels can help in preserving an environment by using eco friendly products	3.87** *	1.09
7	Proper waste management techniques also help in preserving environment	4.33*	1.04
8	Banning polythene bags at a tourist place can also help in environment preservation	4.18**	1.20
9	Allowing a fixed number of tourist at a destination can save the destination	3.15	1.18
10	Concrete infrastructure at a destination has negative effect on the destination	3.13	1.11
11	Smoking at a destination also led harsh affect on the environment of the destination.	4.18**	0.90

Table 1, the mean values of all the statements asked, were taken and the highest mean value of 4.33 was given to the statement, "Proper waste management techniques also help in preserving environment", followed by "Banning polythene bags at a tourist place can also help in environment preservation", "Smoking at a destination also led harsh affect on the environment of the destination." (Mean value = 4.18) where as the lowest mean value of 3.13 was assigned to "Concrete infrastructure at a destination has negative effect on the destination"

SIGNIFICANCE OF THE STUDY

This research will help to create awareness among the tourists regarding the environment problem

CONCLUSION

The present study examined a tourist opinion about the effect of the tourist arrival on the ecology of a destination. A conceptual framework was proposed similar to what has been proposed in several previous studies establishing a link between . Overall, the investigation analyzed various factors like proper waste management techniques, banning of polythene & smoking at a tourist destination and the sensitization of various stakeholders regarding the preservation of environment at a tourist destination.

The current study has a number of limitations which suggest that further research into this aspect is necessary. First, the study has typically focused too narrowly on ecotourism destination, assuming that tourist who take an interest in nature and the environment impact the environment to a lesser extent than other tourists

Understanding the determinants could enable various destination management organization to adapt and improve their service, bringing their businesses in line with international standards. The study employs widely-used statistical tests, such as mean & standard deviation.

It is therefore evident from the results that in present times, majority of tourist visiting a tourism destination, are already sensitized about the environment and given a chance, they might switch to the environment friendly alternatives of polybags would prefer staying in a hotel which affect the environment in the minimum possible ways, use eco friendly modes of local transportation like ricksaw, tongas etc. In addition to this, it is clear from analysis that all the stakeholders from the local administration to the hoteliers, transport authorities, local community and tourist should work in synchronization to reduce the adverse effect of tourist on the host environment to the

minimum possible levels.

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