

SUSTAINABLE URBAN TOURISM: A CASE OF OMKARESHWAR

Harsimran Chadha^a, Preeti Onkar^b

^aDepartment of Architecture and Interior Design, Indore Women's Polytechnic College, Indore, India.

^bDepartment of Architecture and Planning, Maulana Azad National Institute of Technology, Bhopal, India.

^a Corresponding author: hsimranchadha@gmail.com^a,

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Abstract: The interdependence between humans has increased many folds since the mid nineteenth century owing to the modernization and advancement in transport and communication. As a consequence, the demand for travel has greatly increased over the last few decades. While many travel for business or conventional purposes, others are traveling on leisure time to learn about other cultures, to develop their specific interests, and to seek entertainment. Tourism is one of the world's fastest growing industries and is a major source of income for many countries. Being a service-oriented industry, tourism industry also provides many jobs that have helped revitalize local economies.

Tourism is being viewed as a cornerstone of urban development policies these days. It positively contributes to the development of towns and cities and the wellbeing of their residents. However, it does have a grey side also as it has a negative impact on environment, socio-cultural and economic issues. This implies that tourism is not wholly sustainable at present. Sustainable development has become widely accepted as the way to a better, more humane and socially responsible future. The larger set of people in this global society have made themselves sensitive towards preservation of environmental integrity, towards new methods of resource allocation and accounting.

With growing awareness towards sustainable tourism, this paper is aimed at understanding urban sustainable tourism and its parameters. The identification of indicators under these parameters is generated through extensive literature study. These would be further discussed by taking Omkareshwar as a case study and then critical analysis of sustainable urban tourism parameters with respect to Omkareshwar. Lastly it provides ways to mitigate the negative effect on environment, socio-cultural and economic issues by sustainable tourism approaches.

Keywords: Indicators; Parameters of sustainable Tourism; Sustainable tourism; Urban tourism

INTRODUCTION

In the past few decades, tourism¹ has faced unrelenting diversification and swelling (Fig. 1). It has become one of the mounting economic sectors round the world. Emergence of new tourist destinations has its roots in modern tourism that is linked to the new development. The developmental dynamics in cities and renewed urban planning have played key role in socio-economic progress. Not only this, but it contributes to around 10% of world's economy.

Tourism also has impact on the environment of the city, be it natural or built. However it would be biased to say that the changes are always positive, they largely depend on the planning and management of the area [1]. Thus governments at all levels should work together with autonomy of decision making at local level for sustainable development.

However, like other forms of development, tourism can also cause its share of problems, such as social dislocation, loss of cultural heritage, economic dependence and ecological degradation. These include various forms of alternative or sustainable

¹Tourism is a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure [2].

tourism such as: 'nature-based tourism', 'ecotourism' and 'cultural tourism'.

Tourism is viewed as a social, economic, and environmental activity. While tourism is most often seen as economic in nature, it must be recognized that tourism has a number of non-economic purposes, and benefits range from social (e.g. educational and recreational activities) to environmental (e.g. conservation of natural resources) and cultural (e.g. sharing of cultural traditions and events).

Over the years there has been substantial in international tourism measured in terms of international arrivals. In 1950, the number of international travelers was 25 million that had escalated to 806 million in 2005 and 1,035 million in 2012. While comparing the average annual growth in international tourist arrivals in emerging economies is 4.8% that is higher than growth in advanced economies that was just 2.6%.

Tourism has been a major social phenomenon of societies all over the world. It is actually driven by the natural urge of human being for new experiences and the desire to be both educated and entertained. India is one of the countries that have diverse culture and rich heritage. Tourism is one of the most important economy generator drivers of India; it generates trade and commerce and also uplifts the communities out of poverty.

Sustainable tourism practices in India are not new, bound together by the twin travel dicta "*Bharat Darshan*" and "*Atithi Devo Bhavah*", now known the world over through the medium of the Incredible India campaign.

Tourism in India is a booming industry. Tourism largely contributes 6.23 percent to the national GDP and 8.78% of the total employment in India [3]. The tourism sector is accepted to generate around US\$ 42.8 billion (INR 1,899.7 billion) by 2017 (Associates, 2012). The number of Foreign Tourist Arrivals (FTAs) in India during 2011 increased to 6.31 million as compared to 5.78 million in 2010. The foreign exchange from tourism in India has increased many folds from 4,318 crore INR to 77,591 crore INR. The World Travel and Tourism Council (WTTC) has named India along with China as one of the fastest growing tourism industries for the next 10 to 15 years.

Methodology

To achieve the goal of this paper, a combination of primary survey and secondary desk research is employed. This research is based on several sources of information: background data, reports from

various levels of government and other agencies, prior studies relating to the tourism sector of the region, interviews with selected officials on site, discussions in the workshops; and analysis of information acquired during the field study period.

Sustainable tourism

The following section explains sustainable tourism as defined by some of the world organizations.

A definition of sustainable tourism

"... the tourism industry must be profitable and environmentally sustainable if it is to provide long-term benefits, but this will not be achieved without a new and different approach to industry planning and development"[4]

The World Tourism Organization [5] defines sustainable tourism as

"Tourism that meets the needs of present, tourists and host regions while protecting and [e]nhancing opportunity for the future.... Rather than being a type of product,... it is an [e]thos that underpins all tourism activities.... As such, it is [i]ntegral to all aspects of tourism development and [m]anagement rather than being an add-on component"...

The World Commission on Environment and Development (1987) defines sustainable development as

"A process to meet the needs of the present without compromising the ability of the future generations to meet their own needs."

The United Nations World Tourism Organization states that sustainable tourism should: (a) do "Optimal use of environmental resource that,, constitute a key element in tourism development, [m]aintaining essential ecological processes and helping... to conserve natural heritage and biodiversity". (b) "Respect the socio-cultural authenticity.... of host communities, [c]onserve their built and living,, cultural heritage and traditional values,,, and contribute to intercultural understanding [a]nd tolerance". (c) "Ensure viable, long-term economic operations,,, providing socio-economic benefits to all [s]take holders that are fairly distributed,,, including stable employment and income-[e]arning opportunities and social services... to host communities,, and contributing to [p]overty alleviation"[6].

The objective of sustainable tourism is to bring a balance between the interests of tourists, host communities and the environment so that the host

community faces negligible impact on the environment and culture².

The above discussions on sustainable development and tourism clearly show that there is an inadequacy in the current approach towards the use of our resources. To achieve a truly sustainable tourism there is need to understand the complex systems that exist and function together. The following are six major systems that need to be maintained to contribute to the development of total system [7] (Fig. 2): (a) **Individual development**: abilities of individual for development, usually these competences is a cumulative result of socio-political and economic condition; (b) **Social system**: this includes social process that contributes to the development of bigger system; (c) **Government system**: relates to performance of administrative body, businesses and governments; (d) **Infrastructure system**: indicates the stock of built structures for instance; roads, railways, cities etc.; (e) **Economic system**: denotes the abilities of production and marketing that acts as the base for all economic activities; (f) **Environment and resource systems**: is the availability of renewable and nonrenewable resources, various bio-systems and its carrying capacity.

The above-mentioned six major systems can be further grouped in three subsets. The first three potentials from one subset called the **human system** in which all three are dependent on each other in some or the other way. The fourth and fifth together form a **support system** to the human system and helps them grow and sustain. The sixth one forms the **natural system**.

In order to have a sustainable development these six major systems and their subsets need to be balanced as functioning of each depends on the other. The dynamics between them contributes to the vitality of the total system [7]. These systems shall be discussed further in the paper in context of the study area-Omkareshwar.

Thus, sustainable development is conservation of resources for future use and generation. It concerns balancing of environment as an ill effect of growing

tourism industry. The depletion of Ozone, global warming, increasing carbon emission are of such magnitude today that crucial decisions and implementations need to be done from the highest levels to the lowest level to stop the fatal degradation. This needs actions to be taken by governments all round the world, organization and every individual so that the bigger goal of saving the Earth is achieved [9].

Importance of Sustainable Tourism

World economies are these days benefiting from tourism. It has its own strengths and opportunities as well as threats and weaknesses. However a sustainable approach can minimize these threats and weaknesses. Sustainable tourism requires that both community and private sector operate together towards sustainability. Sustainable approach has long-term benefits; it affects multiple sectors and has wider impacts on sectors, regions and communities. It also considers full cycle of resources that would encourage optimum utilization of resources.

Sustainable Urban Tourism

These days tourism consumes substantial amounts of urban space. Urban Tourism is a subdivision of tourism that creates working opportunities and economic benefits as foreign exchange. Urban tourism promote historic urban cores, special kinds of museums and amusement parks, water fonts etc. In other words cities or urban areas are the magnets that attract tourists. A few examples to quote would be; Las Vegas, New York, London, Singapore, Hong Kong, Kuala Lumpur, Bangkok, Rome, Italy, Paris, Vienna. Such places have pressure of planning for floating population in addition to the natural population. The prodigious effects of tourism on the various sectors like: economic, social and culture demand greater attention towards sustainable tourism. On one hand urban tourism has positive effects such as increased facilities like connectivity, infrastructure facilities, economic reinforcement, new job opportunities, etc., it has negative impacts like pollution, increase in crime, inappropriate usage of places etc. [10].

²Culture is about ways of being, knowing and relating to others; it is through culture that we give meaning to our lives and develop a sense of who we are. As a value driven force, culture guarantees a more satisfactory intellectual, emotional, moral and spiritual existence [8].

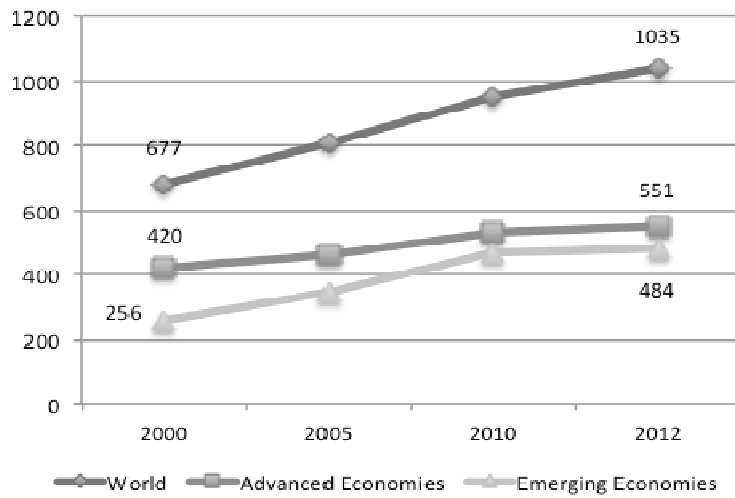
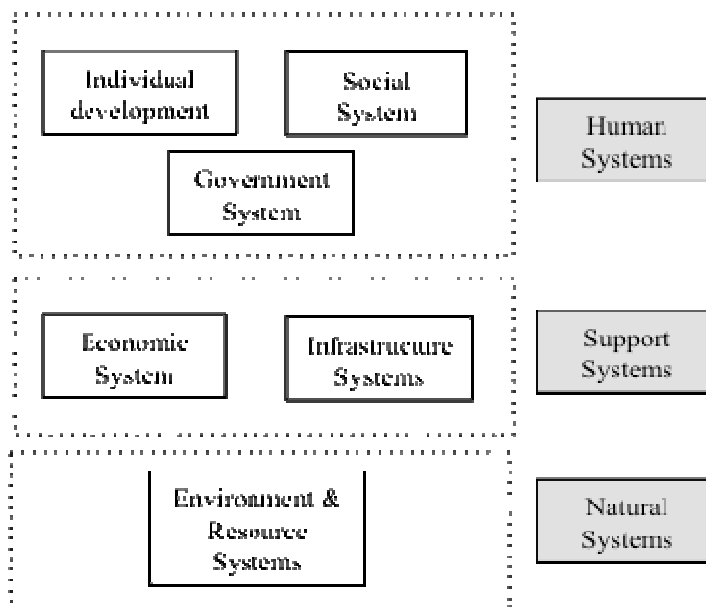


Figure 1: Growth in International Arrival

(Source: Data from UNWTO 2013)



Source: *Indicators for Sustainable Development: Theory, Method, Application*

Figure 2: Six Major Systems and their Subset

The three broad parameters of sustainable tourism development are- (Table 1):

(1) Economic Sustainability

Ensures that development is economically efficient and viable and that all the stakeholders- government, private sector and local communities enjoy or gets the financial benefits of tourism. The economic benefits of sustainable tourism are: (a) Generates local employment (b) Stimulates profitable domestic industries (c) Generates foreign exchange (d) Diversifies the local economy

(2) Social Sustainability

Tourism emanates from society and hence people become a part of any tourism product. It should be widely spread so that people gets the socio- economic benefits from tourism. The social benefits are as follows: (a) Quality of life of your community can be enhanced (b) Creates recreational and cultural facilities (c) Public spaces may be developed and enhanced

(3) Environmental Sustainability

Protection and permanent usage of natural, cultural and social resources is an important and noteworthy point, and states the conception of long time occupations in tourism section. The environmental benefits are: (a) Nature tourism encourages productive use of lands (b) Parks and nature preserves may be created (c) Improved waste management can be achieved (d) Increased awareness and concern for the environment

However there are economic, social and environmental costs that occur due to increased flow of tourists and unplanned tourist activities. Table 1 lists the indicators and reasons for such costs.

Study area: Omkareshwar

Introduction

Omkareshwar is a sacred island (Picture 1). It is shaped like 'Om', a holy Hindu symbol. This city draws lakhs of pilgrims since ancient times.

Here nature also supports the manmade structures, complementing to provide an outstanding setting. As per mythology, Narad, a famous seer came here to pay a visit to the deity of Vindhya Mountains. He was dissatisfied with the conditions as there was not a proper place for Lord Shiva to stay. Seeing to it the gods here subjected themselves to severe austerity. Finally, Lord Shiva was happy, and he decided to transform Omkareshwar as his place of stay.

This holy island is made up of two hills, which are divided by a deep valley. If we get an aerial view of this area, it looks like 'Om', the holy Hindu symbol. The Narmada river flows between the Vindhya hills in the North and Satpura on the south. A cantilever bridge was built over Narmada in 1979, which adds to the picturesque setting.

Location

Omkareshwar is located in the Khandwa district, Madhya Pradesh, India (Picture 2). It is 90 km from Indore, the commercial capital of Madhya Pradesh. It is also in close proximity with Maheshwar and Mandu, other prominent tourist locations. Mortakka, having a meter gauge railway station is just 20 km from Omkareshwar.

Madhya Pradesh Tourism department has demarcated the following four circuits to be developed. Omkareshwar comes under the second circuit, which is in fact mostly pilgrimage and heritage based.

Circuit 1: Gwalior – Shivpuri-Orchha-Khajuraho

Circuit 2: Indore - Ujjain– Omkareshwar– Maheshwar - Mandu

Circuit 3: Jabalpur – Bhedaghat – Mandla – Kanha – Bandhavgarh- Amarkantak

Circuit 4: Bhopal – Sanchi - Bhojpur – Bhimbetka – Pachmarhi

History

The Hindu temple in Omkareshwar is dedicated to Lord Shiva. It is one of the 12 sacred Jyotirlingas. It is located on an island Mandhata or Shivapuri.

Omkareshwar and Amareshwar are the two temples here. Omkareshwar means "Lord of **Omkaara** or the Lord of the **Om** Sound". The meaning of Amareshwar in Hindu mythology is "Immortal lord" or "lord of the Immortals or Devas".

Actually Maleshwar is the Jyotirling. It is on other side of Narmada River. The local people living here consider the darshan of both the temples necessary.

Climate

The climate of the Khandwa district is hot and dry most of the year. Except in the monsoon season, this area is mostly dry. The monsoon season lasts from June to October. The average annual rainfall here is 770.47mm.



Picture 1. Omkareshwar Island



Picture 2. Location of Omkareshwar

Demography

As per 2011 India census, Omkareshwar has a population of 12,000. Males constitute 54% of and females 46% of the population. It has an average literacy rate of 52%, lower than the national average of 59.5%. Male literacy is 63%, and female literacy is 39%. 17% of the population is under 6 years of age in Omkareshwar.

However the floating population here has reached around 22.6 lacs (per year) in 2009. It is expected to grow over time. Fig. 3 shows the natural and floating population of Omkareshwar. The population for year 2010 and 2015 are projected. It is clear from the figures that the floating population is almost four times the natural population.

Omkareshwar- Sustainable urban Tourism

MP's tourism sector is dominated by the domestic tourism with approximately 8 million-tourist arrivals in 2005 – 06 and is ranked among top ten states for domestic tourist visits. The major reason behind the slow pace of development of Omkareshwar can be analyzed as its weak economy. The city has a strong religious image and tremendous tourist potential but still no efforts have been incorporated for the exploitation of these resources. The town can be achieved as image of global tourist destination if proper strategies are incorporated.

Omkareshwar tourist circuit has the maximum traffic share of 27.99%. It has Pilgrim potential and needs promotion on cultural and heritage fronts. Studies show that maximum tourists arrive in the month of November. The temple trust has steadily increased from 30.57 lakhs INR in 1997 – 1998 to 45.08 lakhs INR in 2003 – 2004. This can be explained by the ever – growing number of floating population of Omkareshwar year after year. Similarly, the expenditure of the town has also steadily grown within the same period.

Tourism is undoubtedly the bread and butter of Omkareshwar as evident in its increasing income due to the flooding of tourists to the town. As Omkareshwar does not have any industry and is also not involved with any agricultural activity because its topography does not permit it, the town heavily depends on tourism for its sustenance.

Environmental degradation is a serious threat to the overall status of the town especially with the uncontrollable crowd coming daily. A comprehensive sustainable tourism project for the town is crucial to the preservation not only of the religious- cultural sites but also the overall environment that, after all, sustain the entire town. The following issues can be

summarized for the economic underdevelopment as below: (a) Inadequacy in terms of on-site and off-site infrastructure (b) Funds constraining the development of regions. (c) Lack of adequate infrastructural support. (d) Environment degradation due to high influx of floating population

SWOT Analysis

Evaluation of the strengths, weaknesses, opportunities and threats of a destination forms a basis for preparation of a relevant development plan. A destination SWOT analysis has been done based on an assessment of the various sectors of the town. The purpose for SWOT analysis is to build on the strengths which act as engine for Growth and address the weaknesses for strengthen the existing infrastructure and establishing short and long term developmental strategies (Tables 2-5).

Analysis

Omkareshwar is a town that gets a large number of tourists. The average floating population during peak season is more than twice of its actual population. On one hand it wants to invite more people to visit because it is the source of direct and indirect revenue and on other hand due to a huge mass of visitors during festivals, it is suffering from inconveniences.

Town has major and local roads. Both local people and tourists are using major road. The pressure on major road is very high. It needs to be regulated. On-street parking space should be restricted and off-street parking provision should be promoted.

Socially, tourism has a great influence on the host societies. Tourism has two sides, one it could be the source of international amity, peace and understanding and the other side it could be a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity and authenticity. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it would both give income and create respect for the local tradition and culture.

According to the literature study there are three main parameters to access sustainable urban tourism (Tables 6-8). (a) Environmental (b) Social (c) Economic. For each of these parameters there are sets of indicators based on which issues or challenges can be dealt in order to resolve them.

Table 1. Parameters of Sustainable Tourism

DOMAIN	INDICATOR	REASON
Environmental aspects	a) air pollution	spontaneous increase in the number of persons in tourism areas leads to the increase in amount of waste discharge in air, water and land
	b) water pollution	
	c) soil contamination/erosion	increase in consumption of sparse resources, especially during peak seasons of tourism
	d) resource scarcity	construction of roads, hotels, resorts, ropeways and other infrastructure to support tourism lack of civic sense among tourists
	e) loss of biological diversity	
	f) litter	
Social aspects	a) degradation of monuments	Unlimited tourist activities pose a problem to the conservation of heritage monuments
	b) increase of crime	crime increases with the excessive flow of tourists, both national and foreign
	c) traffic congestion	because of mass congregations
	d) disruption of traditional community practices/damage to cultural traditions or values	effect of rich/multi cultural tourists on the host communities
Economic aspects	a) inflated property prices	increase in the number of hotels, resorts to accommodate various tourists
	b) higher rental values	availability and affordability of houses becomes problematic
	c) low paying jobs	to meet the tourists expectations in peak seasons, jobs created are low paying and require few skills

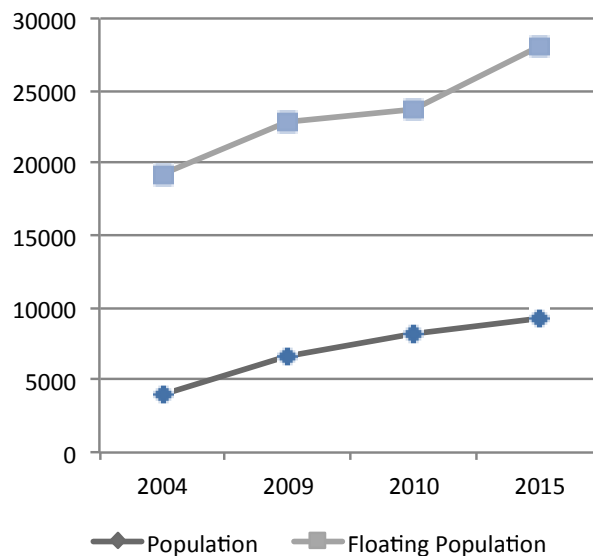


Figure 3. Population Trend

Table 2. Strength

Sectors	Strength
Tourism	Can attract both domestic as well as foreigner tourists Many significant tourist attraction as palaces, temples, natural beauty
Heritage	It is famous for its heritage and culture, which are reflected in buildings and temples City has a collection of heritage temples
Traditional Arts and Crafts	Has strong traditional art and craft Can create huge demand for its craft and art production (Shivaling)
Regional Primacy and Linkage	Omkareshwar can act as a base pilgrimage center for south Madhya Pradesh as it comes under circuit II and Ujjain is also a tourism center in circuit II Good connectivity with state capital (Bhopal) and commercial capital of the state (Indore) which provides tremendous potential for growth Easy accessibility to the city by rail, road and air transport

Source: Field visit and interactions with stakeholders

Table 3. Weakness

Sectors	Weakness
Infrastructure	Lack of solid waste management leading to indiscriminate dumping of garbage and land pollution Lack of drainage network Pressure on roads due to encroachment and vehicular movement Lack of parking spaces Lack of traffic management (sign and signals)
Urban Growth	Unsystematic growth of the town High population density at the core Unauthorized development in the important areas of the city Overcrowding of businesses
Conservation	Lack of maintenance of temples and heritage sites Lack of comprehensive database of heritage sites Rapid deterioration of heritage buildings
Environment	Pollution of Narmada River Contamination of ground water

Source: Field visit and interactions with stakeholders

Table 4. Opportunities

Sectors	Opportunities
Economic advantage	The town attracts many potential developers due to its location advantage. Easy access to two metro cities, it can serve as a good tourism service industry.
Fairs and Festivals	Fine sites to conduct festivals in the town Place to organize cultural events (folk songs)
Domestic demand	It was found that domestic tourists visit the city more than international visitors. Appropriate measures would increase domestic tourist turnouts Capitalize on increased spending habits of domestic tourists.

Source: Field visit and interactions with stakeholders

Table 5. Threats

Sectors	Threats
Infrastructure	Crowded and unorganized streets around the tourist sites. Improper land management On street parking due to inadequate parking space Inadequate capacity of roads
Cleanliness	Waste disposal to drain or on road side Waste spillage during waste transportation Lack of awareness of hygiene practices
Institutional capacity	Lack of adequate capacity of government organizations Lack of efficient marketing of the city when compared to other prominent cities in India.

Source: Field visit and interactions with stakeholders

1. Environmental Issues

The island city of Omkareshwar faces tremendous threats to its ecology. The increase in number of tourist over the years has resulted in overcrowding that has negative impacts on physical environment and ecosystem. The level of environmental literacy is low and thus there is a gross undervaluation of the economic and ecological aspects of biological diversity. Also, extensive damage is being done to basic life support systems; more than caused by development activities. The large influx of people-the floating population causes issues like contamination of water in and around ghats. Parking for vehicles as a result of mass tourism creates noise and air pollution. To resolve this problem Environmental Assessment Impact shall be carried out for preserving the environment and reducing the degradation of valuable resources.

2. Socio- Cultural Issues

Social impacts refer mostly to the effects from the direct contact of hosts with tourists. Tourism is an interface for cultural exchange, facilitating the interaction between communities and visitors domestic and international [11]. Omkareshwar is a place rich in heritage and culture. However with the increase in population has made the core area dense, this has resulted in issues of garbage disposal, unauthorized developments. Apart from this lack of drainage network, unhygienic drinking water and pollution of Narmada River due to rituals and holy bath have an impact on lives of the native.

3. Economic Issues

Tourism has always helped in making economic benefits to the local entrepreneur and the government. However there are related issues like price hike, loss of indigenous art and damage to the community life of people. In Omkareshwar too such issues were observed. The growing pressure of population on land leads to lack of open spaces for social and religious gatherings. The local bodies lack management and capacity and so unauthorized developments in the city. As the city is solely dependent on tourism it is difficult for the locals to

find jobs in other sectors and out migration is observed. The flooding of markets with China products due to globalization affects the folklore in Omkareshwar.

Conclusion

The study depicts the increase in urban tourism. At the same time, it shows that more weightage should be given to sustainable tourism. It also can now be said with conviction that, where on one hand urban tourism has benefits to individuals and societies, still the governments are facing greater challenges to meet the growing requirements. Similar is seen in context of Omkareshwar. Development here needs to be streamlined through sustainable and responsible tourism initiatives.

The six major systems as discussed in the text [6] and the study of Omkareshwar significantly shows the co-relation between the human system, natural system and economic system. In addition to this, collaboration between tourism development agencies with urban local bodies and other area development agencies like municipal corporations, urban development authorities, panchayats etc. needs to be done to ensure holistic development of support infrastructure and amenities for Omkareshwar.

The literature brings to light the fact that sustainable tourism is not the responsibility of Government or industry alone and active measures need to be implemented to educate and sensitize tourists as well as guides, tour operators, travel consultants etc. They should be educated towards the fragile cultural and environmental ecosystems of destinations along with measures required for maintaining hygiene and cleanliness. The public and private sectors should work together. It is particularly important to have strategies and plans for tourism at the local level, as this is often where problems of tourism impact exist and where solutions can be found.

These would work in balancing the total system and hence true sustainable tourism can be achieved, where resources are used in such a manner that they benefit the generations to come. In true spirit, then only the ill effects can be minimized.

Table 6. Environmental issues

Indicators	Issues
Natural Resources- Rivers	Pollution in water Contamination of ground water Green covers
Air	Air pollution
Noise	Noise pollution
Natural Landscape	Loss of Natural Landscape: Agricultural and Pastoral lands

Table 7. Socio-Cultural Issues

Indicators	Issues
Rituals	Immersion of dead bodies into River Narmada Bathing during festivals
Festivals	Putting of flowers and other puja stuff
Human perception	Disposal of garbage and city garbage Way of littering, picnics, used towels and papers /napkins, polythene bags and inadequacy of household waste disposal facilities

Table 8. Economic Issues

Indicators	Issues
Real estate	Rise of land prices
Inflation	Affordability
Employment	Lack of highly paid jobs to local communities

Recommendations

1. Environmental Impact Assessment:

EIA should be undertaken of all tourism related activities. Alternative sites in near vicinity of Omkareshwar for development should be considered, taking into account local constraints and the limits of environmental carrying capacity. This capacity includes physical, ecological, social, cultural and psychological factors.

2. Government support

A strong and focused vision, firm commitment from Government and a policy for sustainable development of Omkareshwar are needed.

3. Integrated Tourism Development Plan for Omkareshwar

Tourism development plans should be fully integrated with regional land-use and development plans; they should pay particular attention to environmental considerations, especially with respect to the quality of air, water (for human consumption, rituals and for recreation), soil conservation, the protection of natural and cultural heritage and the quality of life in its human settlements.

This would mean an integrated systemic management of tourism that is ecologically and socially sustainable, that will limit tourism to the natural carrying capacity of valley and with an insistence on certain minimum eco-developmental requisites as a part of the tourism activities to be taken up.

4. Involvement of Local Communities

Involving local communities' views and idea would certainly help in making a sustainable tourism plan.

5. Proactive Planning

Adequate environmental measures at all levels of planning should be defined and implemented. Particular attention should be paid to peak demand during various festivals all over the year.

6. Preventive and Corrective Measures

Investment on corrective measures like waste collection, garbage disposal, etc. should be raised.

7. Tourism Demand Management

Major incentive actions should be taken in both the public and the private sectors to spread tourism demand over time and space in order to use accommodation and other tourism facilities efficiently.

8. Educations and Awareness

All components of the tourism at Omkareshwar (host communities, tourists, travel agents, tourism operators, developers, owners and local planning authorities) need to educate themselves on the mechanisms and benefits of an environmental perspective. Government agencies and local University should share the responsibility for developing and providing the necessary information through structured and semi-structured programs.

About the author

The author is Mrs Harsimran Chadha. She has done B.Arch from Chandigarh College of Architecture, Chandigarh in 1992. She has been a regular faculty at Indore Women's Polytechnic College, Indore, a government institution under Ministry of Technical Education and Skill Development, Madhya Pradesh since 1996. Presently she is a Senior Lecturer in the Department of Architecture and Interior Design. She did her Masters in Urban Development and Planning from Maulana Azad National Institute of Technology (MANIT), Bhopal. Her thesis topic was 'Integrated Tourism Development Plan for Omkareshwar'.

Tel:+919893130197

Fax:+917314006197

email: hsimranchadha@gmail.com

About the co- author

The co- author is Dr. Preeti Onkar. She is Assistant professor in Department of Architecture and Planning, MANIT Bhopal. She is an academician and is a practicing consultant to various architectural and planning projects. She is practicing since last 15 years and is presently working on prestigious architectural and planning projects for Government of Madhya Pradesh India. She is a Senior Architect for Institute Consultancy Service Cell MANIT. The area of specialization is Architecture and Planning and is presently working on a research project on slum rehabilitation. Her area of interest is focused on Quality of life through inclusive design and planning. In research, she has been co-editor of two issues of international journal of cultural, economic and social sustainability and have contributed chapters for two books. She has published her research work in various national and international journals.

Tel: +919893159655 □

Fax: +917552670562 □

e-mail : ompreeti2005@yahoo.co.in

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