

A SYSTEM DYNAMICS APPROACH FOR TOURISM DESTINATIONS WASTE AND ENVIRONMENTAL MANAGEMENT AS AN INTEGRAL PART OF SUSTAINABLE TOURISM DEVELOPEMENT

Mr. Sunil Kumar

Research Scholar

Centre for Mountain Tourism and hospitality studies,

HNB Garhwal university (A central university) Chauras campus Srinagar Tehri Uttarakhand -249161 India

Abstract:

This article addressed various elements of destination management through waste and environmental management. There has been little attempt to systematically and comprehensively study the environmental competitiveness from the managerial perspective. Since the Destination management organizations working towards sustainable tourism development with the help of various models which brought a systematic approach to tourism management, this paper selectively uses its management element as a tool to link the tourism and environmental management. Following the model of destination management is divided into two parts: (1) Managerial aspects and (2) Marketing efforts. This paper studied them from environmental perspective. First, destination environmental and waste management can be increased by appropriate managerial efforts by different stakeholders like destination management organizations, destination management companies, and local vendors and host communities related to environmental impact (EI), and environmental quality (EQ) management. Second, the destination waste management can be enhanced through certain environmental models and ground level activities. Moreover, environmental management is divided into groups: management by codes of conduct, by self-developed environmental practice and awarded best practice and by accreditation schemes. Their usefulness for environmental destination management and competitiveness is evaluated.

Key words: Environmental impact management, Environmental quality management; waste management model, Codes of conduct; Environmental best practice, sustainable tourism development.

INTRODUCTION

Tourism has recognized the fundamental importance of environmental and waste management quality for ensuring the future existence of most types of tourist destinations. Tourism managers have been willing to incorporate environmental measures into current management strategies and methods if they resulted in lower costs or higher revenues (Stabler & Goodal, 1997). Increasing environmental consciousness, tourist demand for better quality and the increased competition among destinations have changed the situation in order to make sustainable tourism management. Environmental quality and waste management has become a current issue. Environmental quality of a destination is a prevailing issue in making travel related decision it is a competitiveness factor among different tourist destinations with varying environmental management. In many cases, environmental objectives and practice must be incorporated into the current attitudes management strategies and methods in order to stay competitiveness among the tourist destinations, e.g. in order to prevent a decrease tourist flow, revenues and profit. The environmental debate in tourism recognizes the negative impacts of the travel and tourism industry on the overall destination management. Therefore, many environmental projects that minimize those impacts have been developed and marketed under the name of sustainability,

ecotourism, waste management and other green brands and trademarks. Moreover, much less attention has been devoted to the problem that other industries can erode the quality of the environment that attract visitors. Consideration of overall environmental quality includes not only control over the environmental impacts of the travel and tourism industry, but also minimizes all kinds of environmental problems and includes waste management and environmental protection. The aspect usually refers to energy, water and other resource saving programs and thus, in many cases results in cost reductions, this is also economically attractive for environmentalists managers and easily supported by business and local forces located at the destination. The second aspect requires much higher environmental awareness, more information and co-ordination, public management (Soccer & Tschurt schenthaler, 1998,) and substantial (public) resources, this is much more exacting and expensive to manage. It also requires a long-term view; it brings present and future management by sustainable tourism management.

Literature Reviews

The term environment refers to the physical environment that includes natural and manmade components. In a broader sense, social and cultural and physical environments are also considered (Inskeep, 1991,) Mathieson & Wall, 1996,). In this paper we refer to the physical environment, especially waste management. Environmental quality refers to the quality of the natural features of the destination that can be deteriorated by human activities. Natural features like beautiful scenery, natural hydrologic structures, clean water, fresh air and species diversity can suffer from pollution and therefore lose their attractiveness. According to tourist demand, environmental quality is an integral part of the quality of the natural attractions. Accordingly, maintaining a high level of overall environmental quality is important for the competitiveness of most types of tourism destinations (Inskeep, 1991,) and thus a primary concern for destination destination management organizations are to make the sustainable development of the destination. Many authors (Pizam, 1991, p. 79; Inskeep, 1991, p. 339; Middleton, 1997, p. 136; Mieczkowski, 1995, p.11) claim that the quality of natural attractions is a part of quality destination. Destination attractions are recognized to be a factor of tourism destination competitiveness by Ritchie and Crouch (1993).

A system dynamics approach

In order to create a comprehensive framework for our analysis the destination over all management, we are introducing environmental impact and environmental quality management. We also distinguish between four different categories of environmental management approaches. Environmental impact (EI) and environmental quality (EQ) destination management index (DI) and waste management index (WI) it is already obvious that we distinguish between Tourism Management sustainable tourism management, environmental management, relating to the impacts of the tourism and travel industry, visitors and domestic population on the environment (EI MNGM), these kinds of activities are the base for the creation of the image of an environmentally concerned or responsible destination. Environmental management of the environmental quality of the destination (EQ MNGM) that is the base for creating the image of an environmentally sound destination and may include the reinstating of an already degraded environment. The most important aspect of this system dynamics approach is comprehensive management of all the different categories of environment in order to making a destination sustainable.

Conclusion

The hypothesis is that destination environmental analysis and management can be increased by proper managerial efforts in the taken of environmental impact (EI) and environmental quality (EQ) management. Both aspects are interrelated for waste management and sustainable destination management. As a factor of destination competitiveness from the standpoint of the potential visitors, the EQ of a destination is even more important, and it influences the destination choice much more strongly, however from the standpoint of a destination management organizations it is more complex and expensive to manage. This is true, if the destination environment has already been polluted and less relevant for some unpolluted destinations, then every aspect must be looked after strongly.

Discussions

This is always a concern for discussion and debate that how to manage a destination in systematic and sustainable way and looking for new trends and strategies for physical, environmental and cultural aspects of destinations. A well-known logo is a good base for destination environmental image management by green branding and promotion of any destination. It helps to create proper environmental management of a destination and thus can be a powerful tool in increasing the sustainable development of the destination. Not all schemes are equally appropriate for increasing the environmental management. It is a real danger that many destinations that are developing EI minimization strategies in order to increase the environmental awareness will not achieve the goal so there is always a space for discussions.

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